

Salvadoran Survivors of Hurricane Ida Supported by DIAGEO

8,000 in Shelters Still Urgently Need Aid

Washington, D.C., December 7, 2009 – Food, water, critical supplies and medical support donated through DIAGEO’s ‘Spirit of the Americas’ are on their way to three Salvadoran communities that were hit hard by Hurricane Ida, the Pan American Development Foundation (PADF) announced.

“DIAGEO’s donation will make a significant difference for families who lost everything during this devastating hurricane,” says John Sanbrailo, PADF’s Executive Director. “We applaud their vision and support.”

Residents will begin to receive the urgently needed supplies this week, which will support them for three months. DIAGEO’s donation is also helping to fund two medical teams that will provide primary care.

“We are fortunate to be able to deliver much-needed supplies to help those who have been impacted by this tragedy. DIAGEO tries to deliver critical aid to communities where we operate when we can,” says Hamish McDonald, General Manager of DIAGEO’s North Latin America & Caribbean business.

Families receiving the support live in the municipalities of Oratorio de Concepción, San José Guayabal and Tonacatepeque, which are among the poorest in the country. “This support enables some of the most vulnerable people to get through these exceptionally difficult months,” says Sanbrailo.

Hurricane Ida’s wind and rain pounded El Salvador on Nov. 6 and 7, initially leaving in its wake more than 14,000 homeless and nearly 200 dead. Today, more than 8,000 people remain in shelters.

PADF is inviting individuals and other companies to support its relief efforts in El Salvador. Individuals who want to donate are encouraged to visit www.PanAmericanRelief.org.

"Pan American Relief is a safe and secure website set up by PADF so everyone can play a role during a natural disaster," says Sanbrailo.

About PADF

PADF is an independent, non-profit organization that creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean. PADF creates economic opportunities, strengthens communities and prepares for and responds to natural disasters. PADF engages community-based groups, governments and the private sector in the process of implementing solutions for sustainable development. In the past year, more than 5.6 million people in 18 countries benefited from PADF and its programs. PADF is an affiliate of the Organization of American States. www.padf.org

About DIAGEO

DIAGEO (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer. These brands include JOHNNIE WALKER[®], BUCHANAN'S[®], GUINNESS[®], BAILEYS[®], OLD PARR[®], SMIRNOFF[®], J&B[®], TANQUERAY[®], RED STRIPE[™], CAPTAIN MORGAN[®], PAMPERO[™] and NAVARRO CORREAS[™] wine. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about DIAGEO, its people, brands, and performance, visit us at www.diageo.com.

For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit www.DRINKiQ.com

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