



FORTUNE BRANDS NEW PRODUCT ALERT

Titleist Launches Tour-Proven Titanium 983 Drivers

Lincolnshire, IL, February 12, 2003 -- The golf business of consumer products company Fortune Brands, Inc. (NYSE: FO) today announced the introduction of the new Titleist Titanium 983 driver series. The following are excerpts from the Titleist announcement, which is available in its entirety at www.titleist.com.

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Titleist takes titanium driver performance to the next level with the introduction of the new Titleist Titanium 983 driver series. Building upon the high performance, player-based success of the legendary Titleist Titanium 975 family, the new, tour-proven 983K and 983E models are a successful blend of technology, engineering, and craftsmanship. The result is two distinctly different drivers with common attributes of superior launch performance and optimum ball flight.

"True to its mission of providing superior high performance golf clubs, the introduction of the new 983K and 983E drivers enables Titleist to provide the serious golfer with a more optimal launch condition and ball flight experience," said Chris McGinley, Vice President, Titleist Golf Club Marketing Worldwide. "The new 983 driver design optimizes current material and construction technology, while retaining the highly preferred Titleist 'true pear' profile. Great looks and high performance sounds simple, but no one is doing it better than Titleist."

Titleist Titanium 983 Design and Development

Utilizing state-of-the-art Computer Aided Design (CAD), Titleist engineers created an optimal weight distribution and Center of Gravity (CG) location in the new Titleist Titanium 983 drivers by carefully managing face and wall thickness gram by gram. A two-piece "face pull" construction allows for a thin beta titanium face insert plate to be supported by an even thinner titanium face frame. A revolutionary plasma face welding process provides for a cleaner, higher quality weld that utilizes less weight and therefore improves overall weight distribution. The face insert has been inset more from the crown, side and sole walls, allowing the entire face structure to perform more efficiently. These design and construction improvements optimize face performance and provide for higher ball speed and maximum allowable Coefficient of Restitution (COR) across a larger area of the face. Titleist 983 drivers also retain a thru-bore shaft

design and internal thru-bore tube that creates a longer shaft insertion depth for feel and stability. Both the 983K and 983E feature the highly accepted Titleist true-pear profile, with traditional crown curvature, traditional face roll and bulge, and right amount of face progression. The result is a continuous, balanced and proportionate overall shape that makes 983 drivers a modern classic.

"Titleist Titanium 983 drivers meet and exceed the performance and aesthetic expectations of many of the world's best players, like Phil Mickelson, Ernie Els and Davis Love III," said McGinley. "The new 983K and 983E drivers allow all serious and aspirational golfers alike the opportunity to maximize their driving distance and accuracy by choosing a driver that optimizes their launch angle, spin rate and ball speed. The 983 drivers continue the Titleist tradition of high performance while maintaining classic styling and sweet, solid feel."

Pricing and Availability

Titleist 983 drivers carry a suggested retail price of \$500 and commence shipping to golf shops on April 1, 2003.

What Tour Players Are Saying About the Titleist Titanium 983 Drivers

"My new 983K driver with 9.5 degrees of loft is the hottest club I've ever hit. It's totally unbelievable. It has a slightly heavier

shaft than I've used in previous years, and the weight feels brilliant in my hands. This just seems to suit my swing and man does it fly! The Mercedes Championships was my first competitive event playing with the new driver and I've never hit the ball as far through the air, or as straight. I almost couldn't stop smiling every time I hit it! I get the perfect trajectory with the combination of my 983K driver and the new Titleist Pro V1x golf ball. The two seem to be a match made in heaven." – Ernie Els, Winner of 2003 Mercedes Championships, Sony Open and Heineken Classic

"The new 983E is another great new driver from Titleist. I hit the golf ball a lot farther with the 983E, but more importantly I hit it flatter and straighter. I have more confidence and control off the tee and am hitting the ball with less spin on it so I can get it running down the fairway better. I am also hitting a lot more fairways which allows me to shoot at the hole more often."

- Davis Love III, Winner of 2003 AT&T Pebble Beach National Pro-Am

"This is an exciting time because the new Titleist Titanium 983K has given me a launch condition that I have never seen on a driver before, allowing me to perform at a much higher level. The ball is launching super high with very little spin, and the combination of the Titleist Titanium 983K and new Pro V1x golf ball is giving me unbelievable distance and accuracy. It has very little drag, gets up in the air and just soars forever. I have picked up a bunch of yardage because of it."

- Phil Mickelson

"I visited the Titleist Test Center in Oceanside a couple of days before The Skins Game where I hit the 983K for the first time. I put it in play that week, hit the ball great and ended up winning the tournament. The golf ball absolutely screams off the face, without sacrificing the workability that allows me to still draw and cut the ball when I want. The combination of the 983K and new Titleist Pro V1x golf ball provides for a nice, high, penetrating launch and ball flight that just keeps the ball in the air."

- Mark O'Meara

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Fortune Brands, Inc. is a consumer products company with annual sales exceeding \$5.6 billion. Its operating companies have premier brands and leading market positions in home and hardware products, spirits and wine, golf equipment and office products. Home and hardware brands include Moen faucets, Aristokraft, Schrock and Omega cabinets, Master Lock padlocks and Waterloo tool storage sold by units of MasterBrand Industries, Inc. Major spirits and wine brands sold by units of Jim Beam Brands Worldwide, Inc. include Jim Beam and Knob Creek bourbons, DeKuyper cordials, The Dalmore single malt Scotch, Vox vodka and Geyser Peak and Canyon Road wines. Acushnet Company's golf brands include Titleist, Cobra and FootJoy. Office brands include Day-Timer, Swingline, Kensington and Wilson Jones sold by units of ACCO World Corporation. Fortune Brands, headquartered in Lincolnshire, Illinois, is traded on the New York Stock Exchange under the ticker symbol FO and is included in the S&P 500 Index.

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