



FORTUNE BRANDS NEW PRODUCT ALERT

Titleist Introduces New DCI 762 and DCI 822OS Irons; Two Next Generation, High Performance Models Expand Target Audience, Raise Standard of Performance

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Lincolnshire, IL, October 24, 2001 - The golf products business of consumer products company Fortune Brands, Inc. (NYSE: FO) is raising the performance bar for irons with the introduction of two new models, DCI 762 and DCI 822OS irons. The two new models also expand the target audience for Titleist DCI irons so that golfers of all skill levels can experience the next generation technology and tour-proven performance of the DCI family of irons. The announcement from Titleist follows, and additional information, including specifications and detailed performance features, is available at www.titleist.com.

The ability of Titleist DCI irons to deliver on their performance promise of solid feel, superior ball flight, shot shaping control and outstanding playability, makes DCI the leading iron choice for serious golfers worldwide, including leading PGA Tour players, accomplished PGA Club Professionals, and better amateurs. Expanding upon the momentum and heritage of the DCI franchise, Titleist raises the performance bar for irons with the introduction of two new models, DCI 762 and DCI 822OS. These new models reach an expanded target audience and enable golfers of all skill levels to experience the tour-proven performance of the Titleist DCI franchise. The DCI 762 replaces the DCI 990 as the new flagship of the DCI family of irons. A high performance blade featuring contemporary design technology, the new DCI 762 incorporates thin face technology and a multi-piece carbon and metallized Mylar cavity insert to provide unparalleled feel, increased playability, and modern flight characteristics. The multi-layer, multi-material cavity insert provides "muscle-like" feel without any wasted cavity mass. The cavity insert features a woven graphite sheet in the lower part of the cavity to soften the impact area and provide enhanced feel. The larger volume cavity, dual hosel lengths and exact weight distribution provide for careful management of the CG location from club to club, a hallmark of all DCI iron designs.

Features of DCI 762 Irons

The new DCI 762 irons feature a slight progressive offset, a 6 percent larger face area and double the cavity volume of the DCI 990, allowing players to hit long irons more easily without sacrificing shot workability, and short irons with a flatter more controlled flight.

"The design of the DCI 762 pushes the envelope in the premium blade iron category," comments Chris McGinley, Vice President of Marketing, Titleist Golf Clubs. "In the creation of the new DCI 762, we blended and improved upon the best features of the DCI 990, 990B and 962 models and expanded our target audience to range from tour players to club professional to better amateurs to low and mid handicap serious golfers. The DCI 762 is a great looking and, more importantly, a great performing iron for more golfers, and remains true to the DCI high performance heritage."

DCI 822OS for Players of All Skill Levels

The new DCI 822OS is a high performance iron for players of all skill levels who prefer or need offset and oversize design technology. By virtue of its thin face design technology, the DCI 822OS has the largest, highest volume cavity of any DCI model, more than double the DCI 981, for increased forgiveness on miss hits. The club face area is 11 percent larger than the DCI 981, and features a rounded top line for more confidence in the playing position. Like its companion DCI 762 irons, the DCI 822OS features high performance thin-face design and a multi-piece carbon and metallized Mylar cavity insert to help provide a soft, solid feel and modern playability characteristics.

The DCI 822OS features enhanced progressive offset and shorter hosel lengths to help bias the weight lower for easy-up flight, with a piercing downrange trajectory. The high performance sole has a traditionally blunt leading edge that allows the club to slide into the ball without digging, and a contemporary strong bounce asset throughout the set to minimize shots hit heavy and to help keep the blade square through turf contact.

New Models Begin Shipping in November

The new Titleist DCI 762 and 822OS irons will begin shipping in November, 2001, and are available in #1,2,3-P and W, in both right and left hand. The suggested retail price for the DCI 762 is \$108/per iron for steel and \$156/per iron with the proprietary GAT shaft. The DCI 822OS irons carry a suggested retail price of \$108/per iron for steel and \$130/per iron in graphite. The irons will be included in Titleist Custom Fitting carts beginning in November, as well. "The launch of the new DCI 762 and DCI 822OS irons marks another milestone in the growth of our Titleist golf club franchise," said McGinley. "Never before has there been a family of modern irons with such sophisticated design features, unequalled playability features, and a rich distinctive look."

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, office products, golf equipment and spirits and wine. Home and hardware brands include Moen faucets, Aristokraft and Schrock cabinets, Master locks 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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