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**FORTUNE BRANDS COMPLETES SPIN-OFF TO SHAREHOLDERS
OF ACCO WORLD OFFICE PRODUCTS BUSINESS**

- **Shareholders Receive One Share of ACCO Brands Corporation Stock for Every 4.255 Shares of Fortune Brands and Retain All Fortune Brands Shares**
- **Fortune Brands Sees Bright Future as a More Sharply Focused, High-Performance Consumer Brands Company**

Lincolnshire, IL, August 17, 2005— Fortune Brands, Inc. (NYSE: FO) today announced it has completed the spin-off to shareholders of its ACCO World Corporation office products subsidiary. The spin-off enabled ACCO World to complete its previously announced merger with General Binding Corporation, creating ACCO Brands Corporation, an independent publicly-traded company and a global leader in branded office products. ACCO Brands Corporation begins trading today on the New York Stock Exchange under the ticker symbol "ABD."

Under the terms of the spin-off, shareholders of Fortune Brands have received one share of ACCO Brands stock for every 4.255 shares of Fortune Brands held as of August 9, 2005, the record date for the spin-off share distribution. Fortune Brands shareholders also retained all of their shares of Fortune Brands stock. In addition, Fortune Brands has received from ACCO a spin-off dividend of \$612 million.

"We're pleased that our shareholders will have the opportunity to participate in the upside potential offered by the new ACCO Brands Corporation," said Fortune Brands chairman and CEO Norm Wesley. "ACCO has a proven management team, an enhanced portfolio of strong brands and powerful international reach that position this office products powerhouse to achieve excellent results."

Portfolio Realignment Creates Value for Shareholders

"We believe the spin-off of ACCO and our recent spirits and wine acquisition will each create significant long-term value for our shareholders," Wesley continued. "With our more balanced portfolio and a higher concentration of major brands, Fortune Brands is now a more sharply focused, high-performance consumer brands company. We're in three very attractive categories and we're committed to growing our high-return Home &

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Hardware, Spirits & Wine and Golf businesses – through breakthrough innovation, superior marketing, industry-leading customer service and a disciplined approach to value-creating acquisitions.

“We’re extremely confident in Fortune Brands’ future and we feel this portfolio realignment will enhance our ability to achieve our long-term goals of double-digit growth in earnings per share and improved returns,” Wesley added.

As previously announced, no fractional shares of ACCO Brands common stock are being issued, and ACCO Brands shareholders will receive cash in lieu of any fractional shares. While the distribution of full shares will not be taxable to U.S. shareholders, the cash received for a fractional share will generally be taxable.

Fortune Brands shareholders will receive a book-entry account statement reflecting their ownership of ACCO Brands common stock or their brokerage account will be credited for the shares.

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About Fortune Brands

Fortune Brands, Inc. is a leading consumer brands company with annual sales exceeding \$7 billion. Its operating companies have premier brands and leading market positions in home and hardware products, spirits and wine, and golf equipment. Home and hardware brands include Moen faucets, Aristokraft, Schrock, Diamond and Omega cabinets, Therma-Tru door systems, Master Lock padlocks and Waterloo tool storage sold by units of Fortune Brands Home & Hardware, Inc. Jim Beam Brands Worldwide, Inc. is the company’s spirits and wine business. Major spirits and wine brands include Jim Beam and Knob Creek bourbons, Sauza tequila, Canadian Club whisky, Courvoisier cognac, DeKuyper cordials, Starbucks™ Coffee Liqueur, Laphroaig single malt Scotch, Vox vodka and Clos du Bois and Geyser Peak wines. Acushnet Company’s golf brands include Titleist, Cobra and FootJoy. 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 and the MSCI World Index.

To receive company news releases by e-mail, please visit www.fortunebrands.com.

Forward-Looking Statements

This press release contains statements relating to future results, which are forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Readers are cautioned that these forward-looking statements speak only as of the date hereof, and the company does not assume any obligation to update them. Actual results may differ materially from those projected as a result of certain risks and uncertainties, including but not limited to changes in general economic conditions, foreign

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exchange rate fluctuations, changes in interest rates, changes in commodity costs, returns on pension assets, competitive product and pricing pressures, trade consolidations, the impact of excise tax increases with respect to distilled spirits, regulatory developments, the uncertainties of litigation, changes in golf equipment regulatory standards, the impact of weather, particularly on the home products and golf brands, increases in health care costs, challenges in the integration of acquisitions and joint ventures, including the spirits and wine acquisition, as well as other risks and uncertainties detailed from time to time in the Company's Securities and Exchange Commission filings.

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