FORTUNE BRANDS TO WEBCAST FEBRUARY 4TH CONFERENCE CALL ON FOURTH QUARTER AND FULL-YEAR RESULTS

Deerfield, Illinois, January 10, 2011 - Fortune Brands, Inc. (NYSE: FO), the company behind leading consumer brands including Jim Beam, Titleist and Moen, will offer a live Internet webcast of its fourth quarter and full-year results conference call. The webcast will be available under "Webcasts and Presentations" in the Investor Relations section of the company's web site, www.fortunebrands.com, beginning at 10:00 a.m. ET on Friday, February 4, 2011. It is recommended that listeners log on 10 minutes prior to the start of the call.

The conference call will feature comments on Fortune Brands' fourth quarter and full-year results by chairman & chief executive officer Bruce Carbonari and chief financial officer Craig Omtvedt. The company plans to report results for the fourth quarter and full-year results on the morning of February 4th, prior to the conference call.

An Internet replay of the conference call will be available at www.fortunebrands.com beginning the afternoon of February 4th.

Individuals without Internet access may listen to the call by dialing 1-877-226-0730 prior to 10:00 a.m. ET on February 4th.

Fortune Brands, Inc. is a leading consumer brands company. Its operating companies have premier brands and leading market positions in distilled spirits, home and security, and golf products. Beam Global Spirits & Wine, Inc. is the company's premium spirits business. Major spirits brands include Jim Beam and Maker's Mark bourbon, Sauza tequila, Canadian Club whisky, Courvoisier cognac, Cruzan rum, Teacher's and Laphroaig Scotch, EFFEN vodka and DeKuyper cordials. The brands of Fortune Brands Home & Security LLC include Moen faucets, Aristokraft, Omega, Diamond and Kitchen Craft cabinetry, Therma-Tru door systems, Simonton windows, Master Lock security products and Waterloo storage and organization products. Acushnet Company's golf brands include Titleist and FootJoy. Fortune Brands, headquartered in Deerfield, 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.

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