

Party Hosts Transform Into Master Mixologists With Diageo's New thebar.com iPhone App

Industry Leading Website Packages Content For Easy Party Planning On The Go With Popular Smartphone

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Diageo →

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NORWALK, Conn., Sept. 23 /PRNewswire/ -- Diageo has launched a new iPhone app for its cocktails site, thebar.com. With 83 percent of adult consumers conducting party planning research before they even leave home -- this app gives them the chance to be responsible master mixologists and the ultimate party planners, whether they're looking for tips before heading to the store, en route, within the store, or even at their favorite bar. Available on the iTunes US App Store and developed by leading mobile marketing agency Phonevalley, the app is compatible with all iPhone, iPod Touch, and iPad devices in the US.

"thebar.com aims to help consumers plan for any event whether they are at home or going out," said Kristin L. Ganong, VP, Digital Strategy & Relationship Marketing, Diageo. "Our new iPhone app helps users enjoy their choice cocktail anywhere, responsibly."

Phone users of legal drinking age can use the app to easily find out where to purchase their favorite spirits, beer and wine brands in local bars and liquor stores. Like thebar.com, the app boasts an extensive catalog of cocktail recipes supported by the breadth of the Diageo portfolio: some of the world's favorite spirits, beer and wine brands, including Captain Morgan® Original Spiced Rum, Guinness® Draught, Johnnie Walker® blended Scotch whisky, Jose

Cuervo® tequila, Smirnoff® vodka, and Sterling Vineyards® wine. Download here (<http://bit.ly/thebar1app>) to see the app in action. A quick shake of the app's cocktail shaker will give you a unique cocktail recipe to try.

thebar.com iPhone App users can:

- Search nearby stores for everything they need to bartend their party
- Find hundreds of cocktail recipes with detailed instructions and pictures
- Get great offers for iconic brands, including Smirnoff, Guinness, Jose Cuervo, Bailey's, Crown Royal, Captain Morgan, and Johnnie Walker
- Shake up the app's Cocktail Shaker for a random recipe
- Mix up their social scene by finding new local sports bars, night clubs, and restaurants
- Search for drink recipes by ingredient, keyword, brand, etc.
- Share drink recipes with friends through Facebook and email
- Save favorite drinks to their thebar.com profile to access at any time
- Check out facts and tips about responsible drinking with the DrinkIQ applet

*GPS enabled bar and liquor store locator feature available in CA, DE, FL, HI, IL, LA, MA, MO, NE, NM, NV, NY, VT

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, wines and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines.

Diageo is a global company, trading in more than 180 countries around the world. 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 <http://www.diageo.com>. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

Celebrating life, every day, everywhere, responsibly.

Digital artwork furnished upon request.

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