

*Here are 10 easy ways to make a big difference:*

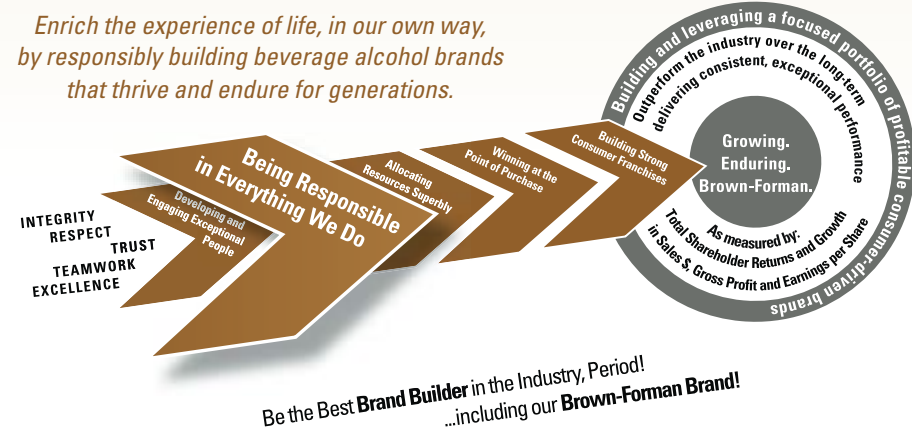
- 1** Use your mug! Americans throw out 25 billion polystyrene coffee cups annually.
- 2** Lower your home thermostat by one degree. Doing so will reduce your heating bill by 3% and save energy.
- 3** Donate your used eyeglasses to charity.
- 4** Share a newspaper with another...then recycle it.
- 5** Print double-sided documents. Each office worker annually throws out 175 lbs. of paper.
- 6** Talk to your teenagers about the negative effects and dangers of underage drinking.
- 7** Change a light bulb. The effect of every American using one compact fluorescent light bulb is the equivalent of taking one million cars off the road each year.
- 8** Volunteer to be a designated driver.
- 9** Stay informed! Review company materials that highlight our brands, values, and financial position such as the annual report and Web site.
- 10** Turn off your computer. A running computer can cost between \$100-\$400 per year in energy costs.

*Impressive savings realized if we followed these steps:*

- \$415,000 in utility bills
- 1,368,750 polystyrene coffee cups
- 5,000 trees as newspaper
- 328 tons of office paper
- 45,000 tons of carbon emissions

*"...While this is new to the Arrow, it is not new to Brown-Forman. This brings the Arrow up-to-date with our actions as we continue our strategy to lead by example in social, environmental, financial, civic and personal responsibility."*

**Paul Varga**  
CEO, Brown-Forman



**3,750**

**NUMBER OF BROWN-FORMAN EMPLOYEES** who can make a difference...

# BY THE NUMBERS...

**S**uccess. It is ultimately measured by the bottom line. But today, our bottom line is not confined to the financial statement alone. Bottom-line results are also measured by what we return to society. By what we return to the environment. By being responsible.

At Brown-Forman, we believe being responsible is not only the right thing to do, it is also critical to our brand-building mission. And to our continued success. As a result, we have branded our internal corporate responsibility initiative as CORE – an acronym that emphasizes its strategic significance and provides a common identity to our collective efforts.

CORE is comprised of three key components: enhancing social integrity, practicing environmental stewardship, and generating economic value. And while CORE represents a renewed focus on these efforts, it is not new to Brown-Forman.

The following statistics will provide you with insight as to the changes in our business environment and the strides Brown-Forman is already taking. It's a strong foundation on which we will build.

## Global Issues...

51

**THE NUMBER OF THE WORLD'S 100** largest economies that are corporations, not countries.

**THE PERCENTAGE OF GRAPE GROWING REGIONS** that could be lost by the year 2100 if the current patterns of global warming continue.

80%

1.5 Billion

**THE NUMBER OF PEOPLE** worldwide who lack access to potable drinking water.

**THE PERCENTAGE OF U.S. CONSUMERS** who would pay more to buy a product from a company with good ethics.

72%

84%

**THE PERCENTAGE OF EXECUTIVES ACROSS 116 COUNTRIES** who believe that the role of business is to generate high returns to investors *and* contribute to the broader social good.

**THE DECLINE SINCE 1991 IN U.S. HIGH SCHOOL SENIORS** reported to have consumed alcoholic beverages in the past month, which represents 47% of that population.

13%

20%

**THE GROWTH PER YEAR IN U.S. SALES OF ORGANIC PRODUCTS** during the 1990s, compared to a 4% growth for conventional products during the same period. Organic products generally sell at a 20% premium compared to their conventional counterparts.

**SOCIAL INTEGRITY** – Build lasting relationships with all of our stakeholders by promoting responsible drinking to our consumers, supporting our employees, and contributing to our communities.

1991

**THE FOUNDING YEAR FOR THE CENTURY COUNCIL** ([www.centurycouncil.org](http://www.centurycouncil.org)), a non-profit organization established by Brown-Forman and other beverage alcohol companies to combat underage drinking and drunk driving.

**THE PERCENTAGE INCREASE IN NASCAR FANS** that feel Jack Daniel's promotes responsible drinking by surrounding its No. 07 car with the "Pace Yourself. Drink Responsibly." message.

19%

75+

**THE NUMBER OF BROWN-FORMAN EMPLOYEES** who volunteer time by serving on the boards of local non-profit arts, educational, environmental, and civic organizations.

**ENVIRONMENTAL STEWARDSHIP** – Use our natural resources wisely today so that they are available tomorrow and for generations to come.

**THE PERCENTAGE OF FETZER'S ACREAGE** that is farmed using certified organic farming practices. Fetzer plays a leading role in the California Sustainable Winegrowing Alliance (CSWA), sharing sustainable growing practices with over 1,300 growers and wineries.

100%

8%

**THE REDUCTION IN CO2 EMISSIONS** by Finlandia production operations since 2003. Additionally, landfill waste and water use was reduced by 26% and 7%, respectively, while production increased. Finland was also rated the top country in the 2005 Environmental Sustainability Index.

**THE TONS OF GLASS REDUCED** in Brown-Forman's U.S. distillery-related bottling operations. Packaging reduction efforts have also saved over 1,000 tons of corrugated material, and the conversion of many bottles from glass to plastic decreases energy consumption and environmental impacts.

3,800

**ECONOMIC VALUE** – "Being responsible in everything we do" creates a stronger and more sustainable business for Brown-Forman.

28.5%

**THE INCREASE IN FY06 SALES** of Bonterra, the leading organic super-premium wine brand that proposes organically-grown grapes make better wine. Bonterra is maximizing profits, growing distribution, and tapping into the \$15 billion organic food industry.

**THE REDUCTION IN FETZER WASTE SENT TO LANDFILL** since 1990, saving thousands of dollars in dump fees. This year Fetzer will also complete the wine industry's largest solar panel project, producing 1.1 million kilowatt hours of clean energy per year, reducing CO2 emissions by 960,000 pounds, and protecting the business from escalating energy prices.

95%

70,000

**TONS OF BYPRODUCTS DIVERTED FROM LANDFILL ANNUALLY** by Blue Grass Cooperage and related milling operations by converting them to boiler fuel, mulch, paper products, animal bedding, and charcoal briquettes. Each year, more than 8,000 used Jack Daniel's barrels are converted to 250,000 bags of wood chips, generating hundreds of thousands of dollars in revenue.



· SOCIAL INTEGRITY  
· ENVIRONMENTAL STEWARDSHIP  
· ECONOMIC VALUE