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AFRICA BUSINESS REPORTING AWARDS 2009 - WINNERS ANNOUNCED

*Excellence in business reporting celebrated at gala ceremony in London
Winning work reveals a resilient African business sector, despite global economic downturn*

Diageo, the world's leading premium drinks company, has announced the winners of the 2009 Africa Business Reporting Awards at a gala ceremony in London last night.

Now in their sixth anniversary year, the Africa Business Reporting Awards celebrate journalists and news organisations who have gone the extra mile to reveal the dynamism of African industry. Despite the global economic downturn, characterised by shrinking capital flows and volatile commodity prices, submissions for the Africa Business Reporting Awards reveal a continent that is still alive with opportunity.

Paul Walsh, Chief Executive Officer of Diageo plc, and chair of the judging panel, said: *'The current economic environment demands new ways of looking at African business. In a world marked by slowing industrialised economies, Africa offers immense opportunities for technology firms, FMCG companies, and power and water companies - to name just a few sectors. Our perspectives on Africa must change too, or we will miss one of the greatest opportunities to do great business, to develop new markets and to enrich the lives of almost 1 billion consumers – a population equal to that of India.'*

The work of the winning journalists reveals a resilient African business environment, not without its challenges, but full of innovation, growing and contributing to socio economic development. In a world characterised by economic downturn, Africa remains one of the few regions in the world where growth is still being recorded, albeit at a much slower rate.

The Keynote address was delivered by Gareth Thomas, Minister at the Department for International Development.

Presenting the Awards, Dr Nick Blazquez, Managing Director of Diageo Africa, added:

'The media plays a vital role in supporting Africa's investment and private sector development. Today, more than ever before, the quality, quantity and relevance of information regarding Africa's economies is extremely important. This year's winners showcase economic activity on a local, regional and international stage. Throughout the year they have helped to shape opinions and create an enabling environment for individuals, communities and businesses to innovate and create wealth.'

The 2009 winners are:

Best Published Feature 2009

Richard Cockett, The Economist - 'Opportunity Knocks'.

'An excellent 'state of play' article and overview of the economic situation in view of the impact of the financial crisis on Africa. Evidently topical with an eye for detail through solid research - 'a one-stop-shop' for accessible information. This goes beyond telling the story—it describes why it is happening.'

Best Radio Feature 2009

BBC World Service and Business Team - 'Africa Slowdown Series'

'This is exceptional radio programming and production. Bringing together high quality presentation from three country locations on a highly important and topical issue. It is complete, balanced and insightful.'

Best Television Feature 2009

Sue Beukes, Thabo Mathebula and Amanda Diergaardt, CNBC Africa - 'Doing Business in Africa'

'This is high-quality reporting. It's extremely well filmed to the highest technical standards and the producers have done their homework ensuring excellent access to top-level interviewees. This is a comprehensive, lively and thoughtful piece, which leaves the viewer wanting to see more.'

Best Published Photograph 2009

Finbar O'Reilly, Reuters - 'The Search for Gold in Congo'

"Remarkable photography. The journalist is clearly a gifted news photographer who bares witness to events that most of us would prefer to imagine simply can't be happening in a modern world."

Media of the Year 2009

This Is Africa - Financial Times Ltd

"This publication provides a new look and feel to business coverage for the African continent. Its fresh approach through original presentation and engaging writing makes Africa's economic affairs highly accessible to a broader audience. It breaks the mold and has ushered in a new era of reporting on Africa"

Journalist of the Year 2009

Xan Rice from The Guardian and the New Statesman

'Xan has written several outstanding pieces, covering a lot of ground, with deep insights and stellar writing. Potentially complex subjects receive top journalistic research and analysis that ensure the topics tackled are relevant to all readers. Focusing on a non-specialised audience, this journalist provides us with accessible, engaging and thought-provoking work, presenting key issues concerning Africa today in an easily digestible format.'

Winners received a bronze statue titled "News" by the sculptor Loni Kreuder and a cheque for £500.

-ENDS-

For more information, visit www.africabusinessreportingawards.com or contact: Audrey Mpunzwana, Awards Secretary, africapractice, ampunzwana@africapractice.com, +44 (0) 207 209 7501

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About Diageo

Diageo 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 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.

Diageo Africa

Diageo Africa is the trading name for the group of Diageo corporate entities and people who trade in and for the Africa region. Diageo Africa includes all of Diageo's business interest in continental sub-Saharan countries and outlying islands, including Reunion, Mauritius and Seychelles. We operate through wholly or partly owned operations and a range of partnerships and licensing agreements. Diageo Africa region is active in brewing and distilling and our brands are enjoyed in over 40 African countries. The region contributes to nearly a third of Diageo's net sales of beer globally and employs over 4,500 employees. Several of the larger Diageo companies in Africa are quoted on local stock exchanges. All of these companies have active corporate social responsibility programmes, covering initiatives in water, health, education and other areas of value to the communities in which we operate.