



JOHNNIE WALKER®
Blue Label™
A BLEND OF OUR RAREST WHISKIES

JOHNNIE WALKER® BLUE LABEL™
GAME CHANGER PRESS KIT



ARGENTINE POLO LEGEND NACHO FIGUERAS NAMED AS FIRST JOHNNIE WALKER® BLUE LABEL™ GAME CHANGER FOR LATIN AMERICA AND THE CARIBBEAN

Miami, FL – July 6, 2013 – The world's most celebrated ambassador for the sport of polo is now an ambassador of the world's finest Scotch whisky. DIAGEO, the world's leading premium drinks business, is pleased to announce that Argentine polo legend Nacho Figueras has been named as a JOHNNIE WALKER BLUE LABEL Game Changer for Latin America and the Caribbean.

Since Alexander Walker first blended the Old Highland Whisky in 1867, JOHNNIE WALKER has continually changed the game in the world of luxury whisky. Today, it continues to redefine whisky excellence through its commitment to flavor and the blender's art, an unbroken heritage stretching back 190 years. Only one in 10,000 whisky casks is deemed to be of sufficient quality, character and flavor to deliver the exceptional signature taste of JOHNNIE WALKER BLUE LABEL.

Like a prized polo pony, and Sir Alexander Walker himself, a JOHNNIE WALKER BLUE LABEL Game Changer is a rare breed. He has an entrepreneurial spirit, breaks new ground, rises up in his professional and personal life, and brings all those around up with him, paying it forward as he goes.

Polo has long been branded as the sport of kings, a pastime for society's elite, yet Nacho has fought hard to bring the popularity of the sport to the masses, drawing throngs of sophisticated fans every time he picks up a mallet. The House of Walker has done likewise with Scotch whisky, a task that Nacho sees as a perfect fit with his mission and that of the House of Walker.

"I'm excited to be working with DIAGEO and to have been selected as a JOHNNIE WALKER Game Changer. JOHNNIE WALKER BLUE LABEL is steeped in tradition, has a rich history and a lot in common with the world of polo," Nacho said.

In 2000, Ralph Lauren put Nacho's talent, drive and chiseled good looks in front of the camera by selecting him as the face of the Polo brand, which, like the sport and JOHNNIE WALKER BLUE LABEL, embodies luxury, taste and elegance. On top of appearing in many endorsements for Ralph Lauren and Ralph Lauren fragrances, Nacho was voted the second most handsome man in the world by Vanity Fair readers in June 2009, just behind Robert Pattinson and just ahead of Brad Pitt.

Nacho has also appeared on The Oprah Winfrey Show, Late Night With Jimmy Fallon and has co-hosted the Veuve Clicquot Polo Classic in New York on six occasions, and in Los Angeles on three occasions. Additionally, in 2012, Nacho appeared in the segment "The Sport of Kings" on an episode of 60 Minutes, in which the TV news program covered the sport of polo and Nacho's passion for spreading its popularity in the United States.

Nacho is also a very successful entrepreneur, running a horse farm in his native Argentina with his father, Horacio. He also mentors underprivileged youth and co-hosts and participates in frequent charity polo matches for a variety of philanthropic causes. Nacho gives back to society through his extensive work with charities including Sentebale, founded in 2006 by Prince Harry of the British Royal Family, the Robin Hood Foundation, HelpArgentina and Work to Ride, which seeks to aid disadvantaged urban youth by using the sport of polo to teach life's lessons.

Like all JOHNNIE WALKER BLUE LABEL Game Changers, Nacho knows where to place his priorities. Today, he's the proud father of four children, a loving husband and respectful son.

"My father always taught me to be perseverant, to be tenacious in everything I do in life," said Nacho. "I think one of the most important things in life is to believe that you can do anything, that nothing is impossible."

"Nacho is a game changer by nature and a great fit for JOHNNIE WALKER BLUE LABEL," said Chris Copeland, Senior Vice President of Marketing & Innovation for DIAGEO Latin America & the Caribbean. "He sets a great example to others by inspiring personal progress not only throughout our region but around the world."

Nacho is JOHNNIE WALKER'S first Game Changer from Latin America and the Caribbean.



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A Game Changer is one who breaks the mold in his or her field of expertise and in life in general. Whether in business, sport, fashion, music or the arts, a Game Changer is not defined by gender, preference or situation, but rather through their unique and relentless spirit, choosing to tear down walls or manipulate the constraints that might more typically bind others. They're fundamentally changing the game with honor, respect and bravery, breaking the gates of the impossible and transforming society with their inspiring vision; forging a new destiny for themselves and the world around them.

In addition to continuing Alexander Walker's entrepreneurial vision, these men and women also make substantial contributions to their community, industry and the well being of others. They forge a new destiny for themselves and the world around them, deserving recognition beyond that given by their own achievements.

ABOUT DIAGEO

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Celebrating life, every day, everywhere.



NACHO FIGUERAS

Ignacio "Nacho" Figueras, one of the world's most widely watched polo players, is the first JOHNNIE WALKER® BLUE LABEL™ Game Changer and Ambassador for Latin America and the Caribbean.

A JOHNNIE WALKER BLUE LABEL Game Changer is a rare breed, one who lives by an entrepreneurial spirit, breaks new ground, rises up in his professional and personal life and brings all those around up with him, paying it forward as he goes.

A Game Changer breaks the mold in his or her field of expertise and in life in general. Whether in business, sport, fashion, music or the arts, a Game Changer is not defined by gender, preference or situation, but by a unique and relentless spirit who breaks down barriers that typically discourage others.

Nacho began playing polo in his native Argentina at age nine under the watchful and supportive eye of his father, Horacio. A highly ranked and highly competitive polo player and member of the formidable Black Watch Polo Team today, Nacho has worked both on and off the field to bring the sport back to the heyday it enjoyed in the early Twentieth Century, drawing star-studded crowds paying top-dollar to watch him play this intense and often dangerous sport. He also works hard to make the sport available to a wider range of players and demystify the stereotype that the so-called "sport of kings" remains exclusively reserved for the wealthiest of the world's wealthy.

Today, Nacho mentors underprivileged youth and participates in frequent charity polo matches and other events for philanthropic causes. He gives back to society through his extensive work with charities including Sentebale, founded in 2006 by Prince Harry of the British Royal Family, the Robin Hood Foundation, HelpArgentina and Work to Ride, which seeks to aid disadvantaged urban youth by using the sport of polo to teach life's lessons.

Nacho has won worldwide recognition for the intensity and passion in which he approaches both polo and life. In 2000, Ralph Lauren put Nacho's talent, drive and chiseled good looks in front of the camera by selecting him as the face of the Polo brand, which, like the sport and JOHNNIE WALKER BLUE LABEL, embodies luxury, taste and elegance.

On top of appearing in many endorsements for Ralph Lauren and Ralph Lauren fragrances, Nacho was voted the second most handsome man in the world by Vanity Fair readers in June 2009, just behind Robert Pattinson and just ahead of Brad Pitt. Nacho has also appeared on The Oprah Winfrey Show, Late Night With Jimmy Fallon and has co-hosted the Veuve Clicquot Polo Classic in New York on six occasions, and in Los Angeles on three occasions, attracting celebrities and socialites like Madonna, Hugh Jackman, Marc Jacobs, Mathew McConaughey, Clive Owen, Kate Hudson, Naomi Watts, Soñia Vergara and Isla Fisher. He was also the focus of a segment on the U.S. television news program "60 Minutes."

Like Nacho, all JOHNNIE WALKER BLUE LABEL GAME CHANGERS soar to new heights with honor, respect and courage, turning the impossible into reality and transforming society with their inspiring vision; forging a new destiny for themselves and the world around them.

In addition to continuing Alexander Walker's entrepreneurial vision, these men and women also make substantial contributions to their community, industry and the well-being of others. They forge a new destiny for themselves and the world around them, deserving recognition beyond that given by their own achievements.

Since Alexander Walker first blended the Old Highland Whisky in 1867, JOHNNIE WALKER has continually changed the game in the world of luxury whisky. Today, it continues to redefine whisky excellence through its commitment to flavor and the blender's art, an unbroken heritage stretching back 190 years. Only 1 in 10,000 whisky casks is deemed to be of sufficient quality, character and flavor to deliver the exceptional signature taste of JOHNNIE WALKER BLUE LABEL.

Like all JOHNNIE WALKER BLUE LABEL Game Changers, Nacho appreciates those who supported him along the way, including his wife, children and his father, with whom he runs a horse farm in Argentina, where he spends his time when not traveling around the world playing polo.



Q&A SESSION WITH JOHNNIE WALKER® BLUE LABEL™ GAME CHANGER NACHO FIGUERAS

Q: You are a successful polo player, model, entrepreneur, father, now a JOHNNIE WALKER BLUE LABEL Ambassador. What influences did you have in your life to help you get to where you are today in such a short period of time?

A: First and foremost, it was my upbringing. My father always taught me that nothing is impossible, and to be perseverant and tenacious in everything I do in life. And these values have ultimately defined me as a person and undoubtedly contributed to the accomplishments I've made in my life.

Q: What does being a game changer mean to you?

A: Being a game changer means being passionate about what you do, not being bound by the status quo, and inspiring others to do the same.

Q: How do you envision working together with JOHNNIE WALKER BLUE LABEL in the coming year?

A: I believe that our values are aligned. JOHNNIE WALKER BLUE LABEL is a global luxury brand at the top of its game in terms of quality. And I want to globalize polo. I also believe that we can work together to help others improve and change their game, so I am very excited about all the possible collaborations with the brand.

Q: Tell us about your work with your charitable organizations?

A: I try to help as often as I can. I am an ambassador for Sentebale, which helps orphans in Lesotho. Robin Hood and I organize a polo match in the Hamptons every year. Help Argentina is also a charity I support, and Work to Ride uses polo as a platform for inner city youth to stay focused and out of trouble. And the Buoniconti Fund helps to cure paralysis. I believe that this new alliance with JOHNNIE WALKER BLUE LABEL will enable us to explore other avenues of charitable contribution.

Q: You've done it all: successful polo player, model, entrepreneur and father: what are your aspirations in life?

A: I want to bring awareness to polo all around the world while using it as a platform for giving back.

Q: What do you think about JOHNNIE WALKER BLUE LABEL as a brand?

A: JOHNNIE WALKER BLUE LABEL is at the top of its game, and the brand is steeped in tradition and excellence. It's the best of the best in the Scotch world, and I love the best of things. The brand is also about great stories and being a part of the best occasions around the world. And at the end of the day, when you get together with friends and family to talk about the horses and the plays, there's nothing like a JOHNNIE WALKER BLUE LABEL to accompany the moment.



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JOHNNIE WALKER® BLUE LABEL™ BLENDED SCOTCH WHISKY THE PINNACLE OF THE HOUSE OF JOHNNIE WALKER

JOHNNIE WALKER BLUE LABEL Blended Scotch Whisky is an exceptional whisky crafted for those with exquisite taste. The Walker family were renowned entrepreneurs of the 19th Century, when they traded in prestige produce from around the globe, including the “new world” flavors of pepper, coffee, tea and tobacco. Today’s JOHNNIE WALKER BLUE LABEL demonstrates the same rare commitment to quality. Inspired by and celebrating the very source of the Walker style – Old Highland Whisky – it is the ultimate expression of the Walker family’s bold 19th Century flavors, an extraordinary whisky, crafted for those with exquisite taste.

Master Blender Jim Beveridge, part of an unbroken lineage of blending excellence dating back to 1820, uses his decades of experience to select and skilfully blend some of the most exceptional casks from the unrivalled JOHNNIE WALKER whisky reserves. Singled out for their quality, character and flavor of age, some of these whiskies are so rare that they are irreplaceable and are hand picked from the four corners of Scotland to be expertly blended by Jim and his team.

Using a relatively small number of whiskies requires incredible skill and incomparable liquids, as each will pay a significant contribution to the final result. Only one in 10,000 casks is deemed to be of sufficient character for JOHNNIE WALKER BLUE LABEL.

Presented in individually numbered bottles, BLUE LABEL has a mellow, rounded nose, with a dry smokiness (a JOHNNIE WALKER signature) mixing with raisin sweetness.

JOHNNIE WALKER BLUE LABEL is best savoured with the palate cleansed and cooled by iced water. One sip reveals a velvety mouth-feel, then an explosion of flavor. At once you’ll discover hazelnuts, honey, rose petals, sherry and oranges. Subsequent sips reward you with more hidden secrets like kumquats, wispy aromatic smoke, sandalwood, tobacco, and dark chocolate.

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NOTES TO EDITORS

ABOUT JOHNNIE WALKER® BLUE LABEL™ BLENDED SCOTCH WHISKY

BLUE LABEL is the pinnacle of the House of JOHNNIE WALKER.

Presented in individually numbered bottles, it is reminiscent of the 19th Century style of whiskies. The master blender uses his decades of experience to select some of the rarest casks from the JOHNNIE WALKER reserves for their quality, character and flavour to create the powerful, complex, smooth character of BLUE LABEL. Using a relatively small number of whiskies requires incredible skill and exceptional liquids as each will pay a significant contribution to the final result.

BLUE LABEL has a mellow, rounded nose, with a dry smokiness (a JOHNNIE WALKER signature flavour) mixing with raisin sweetness. It is best savoured with the palate cleansed and cooled by iced water. One sip reveals a velvety mouth-feel, then an explosion of flavour. At once you'll discover hazelnuts, honey, rose petals, sherry and oranges. Subsequent sips reward you with more hidden secrets like kumquats, wispy aromatic smoke, sandalwood, tobacco, and dark chocolate.

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