

Diageo Announces New Inside Look into GUINNESS STOREHOUSE®, Four Whisky Distilleries

Google's Business View Now Includes 360° View Inside Dublin Property and Leading Scotland Landmarks

26 January, 2015 - Diageo announces today its participation with Google's Business View®, a free 360° virtual tour that will allow people to see inside the walls of its famous GUINNESS STOREHOUSE® and four single malt scotch whisky distilleries in Scotland: Cardhu, the Singleton of Glen Ord, Talisker and Lagavulin, live from their laptops, iPads and other digital devices.

An inside look into the GUINNESS STOREHOUSE® at St James's Gate in Dublin, the number one visitor attraction in Ireland, will now be available to the general public with this 360° virtual tour across all seven floors of its 159,219,76 square foot building, including its top floor Gravity®Bar, the highest bar in Dublin city.

Diageo's participation in Google's Business View accompanies the availability of GUINNESS STOREHOUSE® on Google Indoor Maps and Street View, giving the public access to view the landmark with the full line of related offerings through Google.

Four of Diageo's single malt scotch whisky distilleries: Cardhu, the Singleton of Glen Ord, Talisker and Lagavulin, will now also be available for online 360° virtual tours through Google Business View. This offers people the opportunity to tour Diageo distilleries that sit in remote parts of Scotland, from the coast of Kildalton to the Black Isle, encouraging them to discover the story behind these world-renowned brands regardless of whether they are able to travel there in person.

Venky Balakrishnan, Global Vice President, Digital Innovation for Diageo, said: "People travel from all over the world to the GUINNESS STOREHOUSE® in Dublin and to our distilleries in Scotland to learn about the heritage and provenance of their favourite brands. Google Business View brings the immersive experience of visiting these famous landmarks to people regardless of where they are in the world. Seeing and feeling the incredible history, craft and quality first-hand will bring them closer to the brands they love. This is a great example of how we are using cutting-edge technology to pay tribute to centuries old traditions."

Ed Parsons, Geospatial technologist at Google UK, said: "The processes that are involved inside these landmark Scottish distilleries and the GUINNESS STOREHOUSE® are of interest to a wide range of people, in terms of their history, heritage and craft. Now anyone can explore these places in detail, and we are thrilled to be able to share this with users from around the world through Google Business View."

To view the GUINNESS STOREHOUSE® and Cardhu, the Singleton of Glen Ord, Talisker and Lagavulin distilleries with Google Business View, visit [GUINNESS STOREHOUSE®](#), [Cardhu Distillery](#), [the Singleton of Glen Ord Distillery](#), [Talisker Distillery](#) and [Lagavulin Distillery](#).

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Windsor and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and GUINNESS®.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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