

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

DIAGED NORTH AMERICA

2. Address:

1301 K STREET,NW,EAST , #1000, WASHINGTON, DC 20005

3. Principal place of business (if different from line 2):

City: Norwalk State/Zip(or Country): CT 06901

4. Contact Name: MICHAEL BERTMAN

Telephone: 2027151115

E-mail (optional): michael.bertman@diageo.com

Senate ID #: 49830-12

House ID #:

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☐ **OR** Year End (July 1 - December 31): ☒

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): _____

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 780,000.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

- ☒ **Method A.** Reporting amounts using LDA definitions only
☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code
☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: DIAGEO NORTH AMERICA Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ALC (one per page)

16. Specific lobbying issues:

Responsible drinking and underage prevention issues. Distilled spirits product information. H.R. 3043/S. 1710, Departments of Labor, Health and Human Services and Education Appropriations, 2008, provisions to reduce underage drinking.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES
Health & Human Services, Dept of (HHS)
SENATE
Treasury, Dept of

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERTMAN, MICHAEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: DIAGEO NORTH AMERICA Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: BEV (one per page)

16. Specific lobbying issues:

Regulations on alcohol labeling. Regulations on flavored malt beverages. Dietary guidelines.

17. House(s) of Congress and Federal agencies contacted:

Agriculture, Dept of (USDA)

Executive Office of the President (EOP)

HOUSE OF REPRESENTATIVES

Health & Human Services, Dept of (HHS)

SENATE

Treasury, Dept of

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERTMAN, MICHAEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: DIAGEO NORTH AMERICA Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

Taxation of distilled spirits. H.R. 2488, to amend the Internal Revenue Code to reduce the rate of tax on distilled spirits. S. 998, to exempt the natural aging process in the determination of the production period for distilled spirits under section 263A of the Internal Revenue Code.

17. House(s) of Congress and Federal agencies contacted:

Executive Office of the President (EOP)

HOUSE OF REPRESENTATIVES

SENATE

Treasury, Dept of

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERTMAN, MICHAEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: DIAGEO NORTH AMERICA Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

Issues affecting trade of distilled spirits. Free Trade Agreement negotiations, including Columbia, Peru, Korea, Panama, Central America, and Malaysia. Department of Agriculture Market Access Program. Imported food safety.

17. House(s) of Congress and Federal agencies contacted:

Agriculture, Dept of (USDA)
Commerce, Dept of (DOC)
Executive Office of the President (EOP)
HOUSE OF REPRESENTATIVES
SENATE
State, Dept of (DOS)
Treasury, Dept of

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BAKER, MARK
Covered Official Position (if applicable): N/A
Name: BERTMAN, MICHAEL
Covered Official Position (if applicable): N/A
Name: JEFFORDS, MAURA
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: MICHAEL BERTMAN, VICE PRESIDEN -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: -