

## 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, N.W. EAST TOWER #1000, WASHINGTON, DC 20005

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

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

4. Contact Name: MICHAEL BERTMAN

Telephone: 202.715.1115

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

Senate ID #: 49830-12

House ID #: 34572000

7. Client Name: ☒ Self

## TYPE OF REPORT

8. Year 2006 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): 820,000.00

### 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 issues. H.R. 864, Sober Truth on Preventing Underage Drinking Act S. 408, Sober Truth on Preventing Underage Drinking Act Workplace alcohol policies.

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

Department of Health and Human Services

Department of the Treasury

US HOUSE OF REPRESENTATIVES

US SENATE

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

Name: BERTMAN, MICHAEL

Covered Official Position (if applicable):

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. Television advertising of spirits. Dietary guidelines. Allergens.

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

Department of the Treasury  
Department of Health and Human Services  
Department of Agriculture  
Executive Office of the President  
US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: BERTMAN, MICHAEL  
Covered Official Position (if applicable):

19. Interest of each foreign entity in the specific issues listed on line 16 above.  
Diageo plc, interests are those of parent corporation.

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:

Foreign tax issues. Taxation of distilled spirits.

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

Department of the Treasury  
US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: BERTMAN, MICHAEL  
Covered Official Position (if applicable):

19. Interest of each foreign entity in the specific issues listed on line 16 above.  
Diageo plc, interests are those of parent corporation.

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 agreements. H.R. 5535, Prevention of Civil RICO Abuse Act of 2006

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

Department of the Treasury  
Department of State  
Executive Office of the President  
US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: BAKER, MARK  
Covered Official Position (if applicable):  
Name: BERTMAN, MICHAEL  
Covered Official Position (if applicable):

19. Interest of each foreign entity in the specific issues listed on line 16 above.  
Diageo plc, interests are those of parent corporation.

Signature: ON FILE Date: Aug 14, 2006

Printed Name and Title: William Minor, for Michael Bertman, Vice President -