

# DIAGEO

Laura Smith  
Legal Director  
Truth in Advertising, Inc.

April 9, 2018

VIA EMAIL

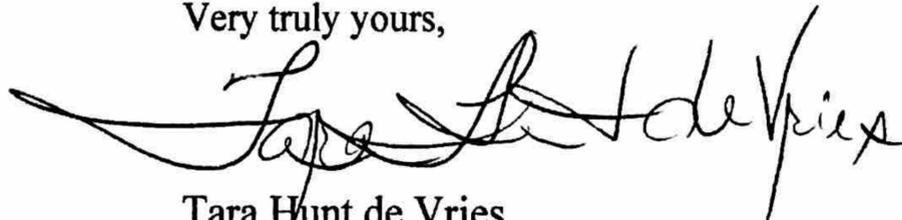
Re: Diageo Response to DJ Khaled Advertising Letter

Dear Ms. Smith:

Thank you for your letter of March 29, 2018. Diageo takes its role as a responsible marketer and your letter very seriously. We are committed to complying with all laws and regulations, including the FTC's endorsement disclosure guidelines, as well as our rigorous marketing code and policies.

We understand that representatives of DJ Khaled have already responded to your letter. We also have taken corrective and proactive steps in sync with our commitments.

Very truly yours,

A handwritten signature in black ink, appearing to read "Tara Hunt de Vries". The signature is fluid and cursive, with a long horizontal flourish extending to the left.

Tara Hunt de Vries  
General Counsel, Diageo North America, Inc.