



## **Brown-Forman Taps Engauge to Develop New Marketing Programs for Woodford Reserve Brand**

July 28, 2009 (Columbus, OH) - Engauge, a total marketing solutions agency, has partnered with Brown-Forman Corporation (NYSE: BFA; BFB), one of the largest American-owned companies in the wine and spirits business, to develop a strategic marketing initiative for their handcrafted bourbon, Woodford Reserve. Engauge takes over the account from Momentum Worldwide without a formal review.

While planning is still in the early stages, Engauge has begun to employ a variety of marketing strategies to reach a broad but targeted audience of consumers, distributors, and the on-and off-premise retail channels. Engauge will unify several programs for Woodford Reserve to a single point of contact, and will focus on optimizing the messaging throughout their promotions.

“We’re excited to work with Engauge on Woodford Reserve, one of the fastest growing brands in the spirits industry,” said Wayne Rose, Brand Director for Woodford Reserve. “The team exhibits a wonderful mix of creativity, experience and passion, and they have already brought a fresh perspective to the business that we’re excited to take forward.”

“Putting Brown-Forman and Engauge together is a natural fit,” said Patti Ziegler, Managing Director at Engauge. “We both grasp the fundamental importance of understanding your customer in order to make connections. Brown-Forman brings a lot of smart insights about their audience to this relationship. We’re looking forward to working with them to develop a strategy that will deliver strong programs that really help them move the needle.”

### **About Engauge**

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge’s three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, Galaxy Nutritional Foods, Huntington Bank, Baldwin Park, Florida Citrus Sports, Castle & Cooke and Rosen Hotels & Resorts. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando. Learn more about Engauge at [www.engauge.com](http://www.engauge.com).

### **About Brown-Forman Corporation (NYSE: BFA; BFB)**

Brown-Forman Corporation is a producer and marketer of fine quality beverage alcohol brands, including Jack Daniel's, Southern Comfort, Finlandia, Canadian Mist, Fetzer, Korbel, Gentleman Jack, el Jimador, Tequila Herradura, Sonoma-Cutrer, Chambord, Tuaca, Bonterra and Woodford Reserve.