


FORTUNE BRANDS, INC. (FO) – NAME CHANGE / STOCK DISTRIBUTION
DESCRIPTION:

Fortune Brands, Inc. (FO) has announced that it will **change its name and trading symbol to Beam, Inc. (BEAM) effective on October 4, 2011**. Additionally, Fortune Brands, Inc. has also announces a distribution of Fortune Brands Home & Security, Inc. (FBHS) Common Shares. The distribution ratio is **1 FBHS Common Share** for each existing FO Common Share. The record date is Tuesday, September 20, 2011. The payable date is Monday, October 3, 2011. **The ex-distribution date for this name change and stock distribution is Tuesday, October 4, 2011.**

Fortune Brands Home & Security, Inc. (FBHS) is expected to begin trading on a when issued basis on or about September 16, 2011 on the NYSE under symbol FBHS WI.

Contract Adjustments:

Pursuant to the By-Laws of the Options Clearing Corporation ("OCC"), the below Fortune Brands, Inc. options will be adjusted as follows.

Adjustment Date: October 4, 2011

Option Symbol: FO becomes BEAM1

Underlying Security: FO becomes BEAM1

CUSIP: 34964C106, 073730103

Contract Multiplier: 1

Strike Prices: unchanged

New Multiplier: 100 (e.g. Premium of 1.00 = \$100)

New Deliverable:

- 1) 100 (New) Fortune Brands Home & Security (FBHS) Common Shares
- 2) 100 (New) Beam Inc. (BEAM) Common Shares

GTC Order Cancellation:

On Monday, October 3, 2011, immediately after the BOX close, all resting orders for FO in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the adjusted BEAM1 series, the BOX Participant will need to reenter the orders before the open on Tuesday, October 4, 2011.

Pricing Considerations: The underlying price for BEAM1/2BEAM1 will be determined as follows:

$$\text{BEAM1} = \text{BEAM} + \text{FBHS}$$

Additional Exchange Info:

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
FO	C/P	35.00	10/22/2011	BEAM1	C/P	35.00	10/22/2011
FO	C/P	37.50	10/22/2011	BEAM1	C/P	37.50	10/22/2011
FO	C/P	40.00	10/22/2011	BEAM1	C/P	40.00	10/22/2011
FO	C/P	42.50	10/22/2011	BEAM1	C/P	42.50	10/22/2011
FO	C/P	45.00	10/22/2011	BEAM1	C/P	45.00	10/22/2011
FO	C/P	47.50	10/22/2011	BEAM1	C/P	47.50	10/22/2011
FO	C/P	50.00	10/22/2011	BEAM1	C/P	50.00	10/22/2011
FO	C/P	52.50	10/22/2011	BEAM1	C/P	52.50	10/22/2011
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FO	C/P	55.00	11/19/2011	BEAM1	C/P	55.00	11/19/2011
FO	C/P	57.50	11/19/2011	BEAM1	C/P	57.50	11/19/2011
FO	C/P	60.00	11/19/2011	BEAM1	C/P	60.00	11/19/2011
FO	C/P	62.50	11/19/2011	BEAM1	C/P	62.50	11/19/2011
FO	C/P	27.50	12/17/2011	BEAM1	C/P	27.50	12/17/2011
FO	C/P	30.00	12/17/2011	BEAM1	C/P	30.00	12/17/2011
FO	C/P	32.50	12/17/2011	BEAM1	C/P	32.50	12/17/2011
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FO	C/P	55.00	12/17/2011	BEAM1	C/P	55.00	12/17/2011
FO	C/P	57.50	12/17/2011	BEAM1	C/P	57.50	12/17/2011
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FO	C/P	62.50	12/17/2011	BEAM1	C/P	62.50	12/17/2011
FO	C/P	65.00	12/17/2011	BEAM1	C/P	65.00	12/17/2011
FO	C/P	67.50	12/17/2011	BEAM1	C/P	67.50	12/17/2011
FO	C/P	70.00	12/17/2011	BEAM1	C/P	70.00	12/17/2011
FO	C/P	72.50	12/17/2011	BEAM1	C/P	72.50	12/17/2011
FO	C/P	75.00	12/17/2011	BEAM1	C/P	75.00	12/17/2011
FO	C/P	80.00	12/17/2011	BEAM1	C/P	80.00	12/17/2011
FO	C/P	27.50	01/21/2012	BEAM1	C/P	27.50	01/21/2012
FO	C/P	30.00	01/21/2012	BEAM1	C/P	30.00	01/21/2012
FO	C/P	32.50	01/21/2012	BEAM1	C/P	32.50	01/21/2012
FO	C/P	35.00	01/21/2012	BEAM1	C/P	35.00	01/21/2012
FO	C/P	37.50	01/21/2012	BEAM1	C/P	37.50	01/21/2012

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FO	C/P	50.00	01/21/2012	BEAM1	C/P	50.00	01/21/2012
FO	C/P	52.50	01/21/2012	BEAM1	C/P	52.50	01/21/2012
FO	C/P	55.00	01/21/2012	BEAM1	C/P	55.00	01/21/2012
FO	C/P	57.50	01/21/2012	BEAM1	C/P	57.50	01/21/2012
FO	C/P	60.00	01/21/2012	BEAM1	C/P	60.00	01/21/2012
FO	C/P	62.50	01/21/2012	BEAM1	C/P	62.50	01/21/2012
FO	C/P	65.00	01/21/2012	BEAM1	C/P	65.00	01/21/2012
FO	C/P	67.50	01/21/2012	BEAM1	C/P	67.50	01/21/2012
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FO	C/P	85.00	01/21/2012	BEAM1	C/P	85.00	01/21/2012
FO	C/P	90.00	01/21/2012	BEAM1	C/P	90.00	01/21/2012
FO	C/P	27.50	03/17/2012	BEAM1	C/P	27.50	03/17/2012
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FO	C/P	35.00	01/19/2013	BEAM1	C/P	35.00	01/19/2013
FO	C/P	37.50	01/19/2013	BEAM1	C/P	37.50	01/19/2013
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FO	C/P	85.00	01/19/2013	BEAM1	C/P	85.00	01/19/2013
FO	C/P	90.00	01/19/2013	BEAM1	C/P	90.00	01/19/2013

Questions regarding this memo can be addressed to the BOX Market Operations Center at 617-235-2291 or toll free at 1-866-768-8845.