



Contact:
Tel: 203.977.8203
Cell: 203.253.0524
Email: vcooper@picture-that.com

FOR IMMEDIATE RELEASE:

**ART, STRAIGHT UP:
Picture That partners with DIAGEO to promote cultural inclusion**

In its continuing efforts to promote diversity and cultural awareness through the arts, **Picture That, LLC is proud to announce its newest partnership with DIAGEO, the world's leading premium drinks business**, including the brands Smirnoff, Johnnie Walker, Red Stripe, Guinness, Baileys, Hennessy, Crown Royal, Captain Morgan, Cuervo, Tanqueray, Moët & Chandon, Dom Perignon and Sterling Vineyards wines. This annual program, entitled **"The Perfect Mix: An Inclusive Blend of Cultural Fine Art"**, has 4 program components that are designed to promote cultural inclusion in DIAGEO's workplace environments throughout North America.

Launched on August 1, 2005, the 4 program components include **Dining with Culture Fine Art Drawing™**, where a signature piece of artwork and other materials promoting awareness are displayed in the dining area, with a chance for employees to win the artwork in monthly drawing held during pub nights; **Diageo Fine Arts Gallery** where rotating art exhibits depicting different cultural themes are featured monthly: Families – July; Hispanic Heritage – September; Disability Awareness – October; American Indian – November; Community – December; African American – February; Women – March; Asian – May and Gay and Lesbian Pride – June; **DIAGEO Fine Arts On-Line** which features the rotating exhibitions on the web at www.picture-that.com/diageogallery/family; and **DIAGEO Culture Baskets** which contain culture conversation cards that are placed in reception areas, pantries and coffee rooms to encourage dialogue between employees.

Formed in 2000, Picture That, LLC is a Stamford, CT based MBE that specializes in promoting cultural awareness through the arts and assists their clients in reaching diversity goals by providing unique cultural art-related solutions and services. Picture That, LLC's primary services consist of supplying Cultural Fine Art for permanent installations; Curating Rotating Awareness Exhibits on demand; providing "Cultural Keepsakes and Awards" for events; and Facilitating Diversity Workshops. In addition to DIAGEO, Picture That clients include Bank of America, Cendant Mobility, Citigroup, Day, Berry & Howard LLP, Deloitte & Touche, General Electric, The Goldman Sachs Group, IBM, Thompson Hospitality, UBS and several others.

"I am thrilled about the opportunity to partner with DIAGEO as I felt from the onset that this would be an ideal fit. What makes our partnership extra special is that both companies are cutting-edge in their areas of expertise, talent-driven and technology focused" says Valerie Cooper, President and CEO of Picture That, LLC. It is the shared commitment to diversity that allows DIAGEO and Picture That to grow their individual businesses while providing a value-added and unique service to their clients.

For more information about this partnership contact Marisa Baldwin, Director of Talent and Diversity at DIAGEO, www.diageo.com or Valerie Cooper, President of Picture That, LLC, 203.977.8203, www.picture-that.com.

##