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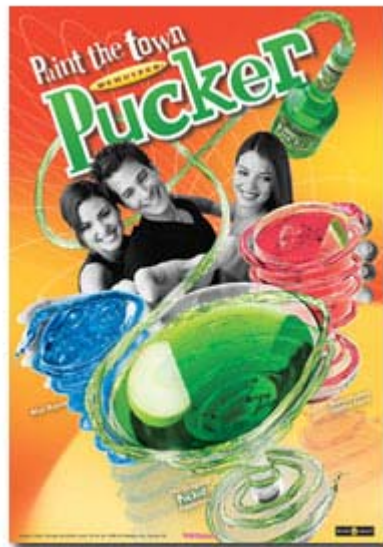
VIU Helps Promote Jim Beam Brand's Pucker Product at Retail

SAN BERNARDINO, CA (October, 2002) – San Bernardino-based Virtual Images announced that it had completed two rounds of production of a dual-use Lenticular graphic for Jim Beam Brands to promote its DeKuyper Pucker line of flavored liquers.

The 18" x 24" Lenticular graphic was used as both a promotional poster, and a case card at retail locations. The case card was cut with a unique die-cut shape and affixed to a case merchandiser provided by ProLam Inc., of Libertyville, Illinois. The poster was straight-cut and made available for retailers to hang on walls.

The Lenticular image featured exciting 3D effects, background colors which change as consumers walk by, and subtle movement in the highlights of the product.

Dave Corey of Virtual Images stated, "The Pucker signs are great examples of effective Lenticular POP – bright colors, exciting images, and Lenticular effects that grab a consumers attention, even from several feet away". A total of 18,000 graphics were produced.



(Is this really Jim Beam??)

About Jim Beam Brands

Jim Beam Brands is wholly owned by Fortune Brands, Inc., which is a consumer products company with annual sales exceeding \$5.6 billion. Its operating companies have premier brands and leading market positions in home and hardware products, spirits and wine, golf equipment and office products.

Home and hardware brands include Moen faucets, Aristokraft, Schrock, Diamond and Omega cabinets, Master Lock padlocks and Waterloo tool storage sold by units of MasterBrand Industries, Inc.

Major spirits and wine brands sold by units of Jim Beam Brands Worldwide, Inc. include Jim Beam and Knob Creek bourbons, DeKuyper cordials, The Dalmore single malt Scotch, Vox vodka and Geyser Peak and Canyon Road wines. Acushnet Company's golf brands include Titleist, Cobra and FootJoy. Office brands include Swingline, Wilson Jones, Kensington and Day-Timer sold by units of ACCO World Corporation.

Fortune Brands, headquartered in Lincolnshire, Illinois, is traded on the New York Stock Exchange under the ticker symbol FO and is included in the S&P 500 Index.

About Virtual Images Unlimited

Virtual Images Unlimited, headquartered in San Bernardino, California, is a leading provider of lenticular products. Virtual focuses on producing a large variety of superior quality promotional products through the use of advanced lenticular lenses, coupled with an extremely high resolution printing process. Additional information about Virtual Images is available through its web site at www.3d-images.com.

For a free sample of this or other lenticular pieces, call Dave Corey at (909) 388-1000 or email at dcorey@3d-images.com.

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