

Edgar Filing: FORTUNE BRANDS INC - Form FWP

FORTUNE BRANDS INC  
Form FWP  
June 09, 2009

Issuer Free Writing Prospectus

Filed Pursuant to Rule 433

Registration No. 333-159008

June 9, 2009

Pricing Term Sheet

Fortune Brands, Inc.

\$500,000,000 6.375% Notes due 2014

|                               |   |
|-------------------------------|---|
| Issuer:                       | Fortune Brands, Inc.  |
| Security:                     | Senior unsecured notes  |
| Size:                         | \$500,000,000   |
| Maturity:                     | June 15, 2014   |
| Coupon (Interest Rate):       | 6.375%  |
| Interest Payment Dates:       | June 15 and December 15, commencing December 15, 2009   |
| Price to Public:              | 99.948%   |
| Benchmark Treasury Yield:     | 2.887%  |
| Spread to Benchmark Treasury: | +350.0 bps  |
| Yield to Maturity:            | 6.387%  |
| Benchmark Treasury:           | 2.250% due May 31, 2014   |
| Make-whole Call:              | At any time at a discount rate of Treasury plus 50 basis points   |
| Trade Date:                   | June 9, 2009  |
| Settlement Date:              | June 12, 2009   |
| CUSIP:                        | 349631 AP6  |
| Anticipated Ratings:          | Baa2, review for potential downgrade (Moody's Investors Service Inc.)<br>BBB-, negative outlook (Standard & Poor's Ratings Services)<br>BBB-, negative outlook (Fitch Ratings)  |
| Joint Book-Running Managers:  | Barclays Capital Inc.<br><br>Credit Suisse Securities (USA) LLC<br><br>J.P. Morgan Securities Inc.<br><br>RBS Securities Inc.<br>Senior Co-Managers Citigroup Global Markets Inc.<br><br>Mitsubishi UFJ Securities (USA), Inc.<br><br>Mizuho Securities USA Inc.<br><br>Wachovia Capital Markets, LLC<br>Co-Managers: BBVA Securities Inc.<br><br>BNP Paribas Securities Corp.<br><br>BNY Mellon Capital Markets, LLC<br><br>Calyon Securities (USA) Inc. |

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Deutsche Bank Securities Inc.

Loop Capital Markets, LLC

PNC Capital Markets LLC

Rabo Securities USA Inc.

U.S. Bancorp Investments, Inc.

**Note:** A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

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**The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement, the related preliminary prospectus supplement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting IDEA on the SEC web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Barclays Capital Inc. toll free at 1-888-603-5847, Credit Suisse Securities (USA) LLC toll free at 1-800-221-1037, J.P. Morgan Securities Inc. collect at 1-212-834-4533, or RBS Securities Inc. toll free at 1-866-884-2071.**

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