



Monday 23 January 2006

Richard Burrows is new SWA Chairman after fond Good-bye to Ian

Richard Burrows, Director of Pernod Ricard, has been appointed Chairman of The Scotch Whisky Association (SWA), the organisation announced today.

From January 2006, Mr Burrows succeeds Ian Good (Chairman of The Edrington Group) who retires from the Association after successfully leading the organisation for five years. Paul Walsh, Chief Executive of Diageo, has been appointed as the SWA's Vice-Chairman.

Speaking on his appointment, Richard Burrows said:

"I am delighted to become Chairman of The Scotch Whisky Association and to have the opportunity to succeed Ian Good, a highly respected figure in our industry, at an exciting time for Scotch Whisky distillers.

"With companies of all sizes investing in the category and growing exports of both malts and blends worldwide, the SWA's priority must be to support its members in this work and to take a lead in securing fair access to our export markets, protecting Scotch Whisky from unfair competition, and promoting responsible attitudes to alcohol.

"Ian Good leaves a strong legacy to build on and with Paul Walsh as Vice-Chairman, a supportive membership, and an excellent SWA team, we are well equipped to meet the opportunities and challenges that lie ahead."

On his retirement from the SWA, Ian Good said:

"It has been enormously enjoyable and a real privilege to represent the industry as SWA Chairman. Reflecting the industry itself, the Association is in good heart and I am grateful to



its staff for all the work they do to promote and protect Scotch around the world. I wish Richard and Paul every success as they take the Association forward.”

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Note to Editors:

The SWA seeks to promote and protect Scotch Whisky around the world. Its 56 member companies represent some 98% of the Scotch Whisky industry.

Richard Burrows (Pernod Ricard - which owns Chivas Brothers) has been an SWA Council member since 2002, and became Vice-Chairman in 2005. Paul Walsh (Diageo) has served as a member of the SWA Council since 2001.

Issued by David Williamson

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