

Edgar Filing: FORTUNE BRANDS INC - Form FWP

FORTUNE BRANDS INC  
Form FWP  
November 18, 2009

Issuer Free Writing Prospectus

Filed Pursuant to Rule 433

Registration No. 333-159008

November 18, 2009

Pricing Term Sheet

Fortune Brands, Inc.

\$400,000,000 3.000% Notes due 2012

|                               |   |
|-------------------------------|---|
| Issuer:                       | Fortune Brands, Inc.  |
| Security:                     | Senior unsecured notes  |
| Size:                         | \$400,000,000   |
| Maturity:                     | June 1, 2012  |
| Coupon (Interest Rate):       | 3.000%  |
| Interest Payment Dates:       | June 1 and December 1, commencing June 1, 2010                  |
| Price to Public:              | 99.901%   |
| Benchmark Treasury Yield:     | 0.741%  |
| Spread to Benchmark Treasury: | +230 bps  |
| Yield to Maturity:            | 3.041%  |
| Benchmark Treasury:           | 1.000% due October 31, 2011                                     |
| Make-whole Call:              | At any time at a discount rate of Treasury plus 40 basis points |
| Trade Date:                   | November 18, 2009   |
| Settlement Date:              | November 23, 2009   |
| CUSIP:                        | 349631 AQ4  |
| Anticipated Ratings:          | Baa3, negative outlook (Moody's Investors Service Inc.)         |
|                               | BBB-, negative outlook (Standard & Poor's Ratings Services)     |
|                               | BBB-, negative outlook (Fitch Ratings)                          |
| Joint Book-Running Managers:  | Barclays Capital Inc.   |
|                               | J.P. Morgan Securities Inc.                                     |
| Senior Co-Managers:           | Banc of America Securities LLC                                  |
|                               | Citigroup Global Markets Inc.                                   |
|                               | Credit Suisse Securities (USA) LLC                              |
|                               | Deutsche Bank Securities Inc.                                   |
|                               | Mitsubishi UFJ Securities (USA), Inc.                           |
|                               | Mizuho Securities USA Inc.                                      |
|                               | RBS Securities Inc.   |
|                               | Wells Fargo Securities, LLC                                     |
| Co-Managers:                  | BBVA Securities Inc.  |

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BNP Paribas Securities Corp.

BNY Mellon Capital Markets, LLC

Calyon Securities (USA) Inc.

HSBC Securities (USA) Inc.

PNC Capital Markets LLC

Rabo Securities USA Inc.

Scotia Capital (USA) Inc.

U.S. Bancorp Investments, Inc.

The Williams Capital Group, L.P.

**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.

**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 or J.P. Morgan Securities Inc. collect at 1-212-834-4533.**