



BROWN-FORMAN

October 27, 2008

PAUL C. VARGA
CHAIRMAN & CHIEF EXECUTIVE OFFICER

Dear Brown-Forman Shareholder:

I am pleased to inform you that on September 29, 2008, Brown-Forman's Board of Directors announced a stock split, to be effected as a stock dividend. For every four shares of Class A Common stock or Class B Common stock held, each shareholder was issued one new share of Class B Common stock.

For shareholders who hold their shares in certificate form, enclosed please find a Direct Registration Advice reflecting the book entry of one new Class B share for every four shares of either Class A or Class B shares held as of the close of business on October 6, 2008. **Please retain your existing certificates as they continue to be valid.**

If appropriate, you will receive separately a check from National City Bank representing cash paid in lieu of the issuance of a fractional share, based on the closing market price of one share of Brown-Forman Class B common stock on October 6, 2008 (\$68.57).

For shareholders who participate in the company's dividend reinvestment service and stock purchase plan, please find enclosed a statement showing that we have increased by 25% the number of plan shares held in your name by our registrar.

If by chance the address on the Advice or statement is wrong, your ownership of the shares will not be affected. Please promptly notify the Company's transfer agent and registrar of your proper address. You may detach the bottom portion of the document or just send a note with the new information to:

National City Bank, Department 5352
Shareholder Services Operations
P. O. Box 92301
Cleveland, OH 44101-4301
Phone: (800) 622-6757
Fax: (216) 257-8508
E-mail: shareholder.inquiries@nationalcity.com

If you have any questions, please call Linda Gering in our Stockholder Services Department at (502) 774-7690.

Sincerely,

See Reverse Side for Supplemental Tax Information

SUPPLEMENTAL TAX INFORMATION
Related to the Stock Split, effected as a Stock Dividend
Paid on October 27, 2008

The receipt of the B shares in the distribution is not a taxable event. However, the cash received in lieu of a distribution of fractional shares should be taxable to the shareholder.

In practical effect, for tax purposes the distribution of the shares is a 5 for 4 stock split of a shareholder's existing shares. The cost basis of a shareholder's existing A and B shares that receive distributed shares is allocated over the existing shares and the new B shares. The new B shares are considered to have the same "acquisition" date as the A and B shares receiving the distribution of new B shares. The basis allocation is based on relative fair market value at the date of distribution.

This summary is not a complete discussion of all the federal income tax aspects that may be important to you and you should not construe it as tax advice. We have not included any discussion of state, local, or foreign income, or other tax laws. You should consult with your own tax advisor with respect to the tax consequences of the special distribution.

Internal Revenue Service regulations (Circular 230) require that certain types of written advice include a disclaimer. To the extent this letter contains advice relating to or concerning any federal tax issue, such advice is not intended or written to be used, and cannot be used, by the recipient or any other taxpayer for the purpose of avoiding federal tax penalties. Further, this description is not written, and cannot be used, to support the promotion or marketing of the transaction(s) or matter(s) discussed herein.



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Based on this stock distribution, you are entitled to payment for a Class B fractional share. Please find enclosed a check representing cash paid in lieu of the issuance of a fractional share, based on the closing market price of one share of Brown-Forman Class B Common stock on October 6, 2008 (\$68.57).

The cash received in lieu of a distribution of Class B fractional shares should be taxable as ordinary dividend income to the shareholder.

This letter does not include all the federal income tax aspects that may be important to you and you should not construe it as tax advice. We have not included any discussion of state, local, or foreign income, or other tax laws. You should consult with your own tax advisor with respect to the tax consequences of the stock distribution.

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