

FORTUNE BRANDS INC  
Form 4  
September 12, 2006

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**HEIDRICH NADINE A**

2. Issuer Name and Ticker or Trading Symbol  
**FORTUNE BRANDS INC [FO]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**520 LAKE COOK ROAD**  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**09/08/2006**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP and Corporate Controller

**DEERFIELD, IL 60015**

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, Par Value \$3.125	09/08/2006		M <sup>(1)</sup>		14,588	A	\$ 30.54
Common Stock, Par Value \$3.125	09/08/2006		M <sup>(1)</sup>		15,743	A	\$ 46.78
Common Stock, Par Value \$3.125	09/08/2006		M <sup>(1)</sup>		10,496	A	\$ 54.75

Edgar Filing: FORTUNE BRANDS INC - Form 4

Common Stock, Par Value \$3.125	09/08/2006	<u>M</u> <sup>(1)</sup>	5,248	A	\$ 68.89	52,174	D
Common Stock, Par Value \$3.125	09/08/2006	S	14,600	D	\$ 72.24	37,574	D
Common Stock, Par Value \$3.125	09/08/2006	S	18,274	D	\$ 72.25	19,300	D
Common Stock, Par Value \$3.125	09/08/2006	S	100	D	\$ 72.27	19,200	D
Common Stock, Par Value \$3.125	09/08/2006	S	900	D	\$ 72.28	18,300	D
Common Stock, Par Value \$3.125	09/08/2006	S	200	D	\$ 72.29	18,100	D
Common Stock, Par Value \$3.125	09/08/2006	S	8,900	D	\$ 72.3	9,200	D
Common Stock, Par Value \$3.125	09/08/2006	S	1,700	D	\$ 72.31	7,500	D
Common Stock, Par Value \$3.125	09/08/2006	S	1,100	D	\$ 72.32	6,400	D
Common Stock, Par Value \$3.125	09/08/2006	S	1,600	D	\$ 72.33	4,800	D
Common Stock, Par Value \$3.125	09/08/2006	S	200	D	\$ 72.34	4,600	D
	09/08/2006	S	100	D		4,500	D

Edgar Filing: FORTUNE BRANDS INC - Form 4

Common Stock, Par Value \$3.125					\$ 72.35		
Common Stock, Par Value \$3.125	09/08/2006	S	500	D	\$ 72.36	4,000	D
Common Stock, Par Value \$3.125	09/08/2006	S	400	D	\$ 72.37	3,600	D
Common Stock, Par Value \$3.125	09/08/2006	S	600	D	\$ 72.38	3,000	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Options (Right to Buy)	\$ 30.54	09/08/2006		M <sup>(1)</sup>	14,588	09/24/2002	09/24/2011	Common	14,588
Options (Right to Buy)	\$ 46.78	09/08/2006		M <sup>(1)</sup>	15,743	09/23/2003	09/24/2012	Common	15,743
Options (Right to Buy)	\$ 54.75	09/08/2006		M <sup>(1)</sup>	10,496	09/29/2004	09/29/2013	Common	10,496
	\$ 68.89	09/08/2006		M <sup>(1)</sup>	5,248	09/28/2005	09/28/2014	Common	5,248

Options  
(Right to  
Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEIDRICH NADINE A 520 LAKE COOK ROAD DEERFIELD, IL 60015			VP and Corporate Controller	

## Signatures

/s/ Angela M. Pla, Attorney-in-Fact for Nadine A.  
Heidrich

09/12/2006

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Reflects the exercise of stock options granted under the issuer's Long-Term Incentive Plans.
- (2) Reflects the number of unvested options remaining from this grant and which are beneficially owned following this transaction.

### Remarks:

On September 8, 2006, Ms. Heidrich exercised and subsequently sold a total of 46,075 options granted under the issuer's Long

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.