

WESLEY NORMAN H
 Form 4
 February 02, 2007

FORM 4

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

OMB APPROVAL

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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 *
WESLEY NORMAN H

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

DEERFIELD, IL 60015

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/01/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman of the Board and CEO

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 Ownership: Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock, Par Value \$3.125	02/01/2007		M ⁽¹⁾		205,984	A	\$ 23.35
Common Stock, Par Value \$3.125	02/01/2007		S		16,658	D	\$ 83.2
Common Stock, Par Value \$3.125	02/01/2007		S		6,200	D	\$ 83.21

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Common Stock, Par Value \$3.125	02/01/2007	S	6,800	D	\$ 83.22	302,579	D
Common Stock, Par Value \$3.125	02/01/2007	S	1,900	D	\$ 83.23	300,679	D
Common Stock, Par Value \$3.125	02/01/2007	S	5,300	D	\$ 83.24	295,379	D
Common Stock, Par Value \$3.125	02/01/2007	S	4,400	D	\$ 83.25	290,979	D
Common Stock, Par Value \$3.125	02/01/2007	S	4,400	D	\$ 83.26	286,579	D
Common Stock, Par Value \$3.125	02/01/2007	S	3,600	D	\$ 83.27	282,979	D
Common Stock, Par Value \$3.125	02/01/2007	S	8,075	D	\$ 83.28	274,904	D
Common Stock, Par Value \$3.125	02/01/2007	S	17,897	D	\$ 83.29	257,007	D
Common Stock, Par Value \$3.125	02/01/2007	S	33,551	D	\$ 83.3	223,456	D
Common Stock, Par Value \$3.125	02/01/2007	S	9,897	D	\$ 83.31	213,559	D
Common Stock, Par Value \$3.125	02/01/2007	S	5,280	D	\$ 83.32	208,279	D
	02/01/2007	S	3,572	D		204,707	D

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Common Stock, Par Value \$3.125					\$			
					83.33			
Common Stock, Par Value \$3.125	02/01/2007		S	7,700	D	\$	197,007	D
						83.34		
Common Stock, Par Value \$3.125	02/01/2007		S	11,272	D	\$	185,735	D
						83.35		

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

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(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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Options (Right to Buy)	\$ 23.35	02/01/2007		M ⁽¹⁾	205,984	09/26/2001 09/26/2010	Common Stock	205,984	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WESLEY NORMAN H 520 LAKE COOK ROAD DEERFIELD, IL 60015	X		Chairman of the Board and CEO	

Signatures

Angela M. Pla, Attorney-in-fact for Norman H.
Wesley 02/02/2007

**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 options issued under the issuer's Long-Term Incentive Plans.

Remarks:

On February 1, 2007, Mr. Wesley exercised and subsequently sold 205,984 options granted to him under the issuer's Long-Term Incentive Plans.

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

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