

FORTUNE BRANDS INC  
Form 8-K  
February 24, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

February 24, 2004

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Date of Report (Date of earliest event reported)  
FORTUNE BRANDS, INC.

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(Exact name of registrant as specified in its charter)

Delaware

1-9076

13-3295276

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(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(IRS Employer  
Identification No.)

300 Tower Parkway, Lincolnshire, Illinois

60069

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(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area  
code

(847) 484-4400

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INFORMATION TO BE INCLUDED IN THE REPORT

**Item 5. Other Events**

On February 24, 2004, the Registrant's Board of Directors approved a share repurchase program. The program authorizes the Registrant's management to purchase up to 5,000,000 shares in open market transactions or privately negotiated transactions from March 1, 2004 to February 28, 2005. The program approved on February 24, 2004 replaces a similar program that was approved by the Registrant's Board on February 25, 2003 and expires February 29, 2004.

As with the prior program, the Board of Directors also granted authority to the Board's Executive Committee to authorize the purchase of up to an additional 5,000,000 shares on or prior to February 28, 2005 to the extent the Executive Committee determines it appropriate.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this Current Report to be signed on its behalf by the undersigned thereunto duly authorized.

FORTUNE BRANDS,  
INC.  
(Registrant)

By: /s/ Mark A. Roche  
Mark A. Roche  
Senior Vice President,  
General Counsel and Secretary

Date: February 24, 2004