

BROWN FORMAN CORP  
Form 4  
June 30, 2008

# 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 \*  
MAYER RICHARD P

2. Issuer Name and Ticker or Trading Symbol  
BROWN FORMAN CORP [BFA, BFB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
850 DIXIE HIGHWAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
06/27/2008

Director  10% Owner  
 Officer (give title below)  Other (specify below)

LOUISVILLE, KY 40210

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

(City) (State) (Zip)

**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 (Instr. 4)
			Code	V	Amount or Price		
Class A Common					6,000	D	
Class B Common	06/27/2008		M		2,296 A \$ 30.37	8,296	D
Class B Common	06/27/2008		M		3,608 A \$ 24.6	11,904	D
Class B Common	06/27/2008		F		2,086 D \$ 76	9,818	D
Class B Common	06/27/2008		S		400 D \$ 76.34	9,418	D

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Class B Common	06/27/2008	S	1,500	D	\$ 76.35	7,918	D
Class B Common	06/27/2008	S	300	D	\$ 76.36	7,618	D
Class B Common	06/27/2008	S	200	D	\$ 76.37	7,418	D
Class B Common	06/27/2008	S	400	D	\$ 76.39	7,018	D
Class B Common	06/27/2008	S	1,018	D	\$ 76.43	6,000	D

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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 30.37	06/27/2008		M	2,296	07/28/1999 04/30/2009	Class B Common	2,296	
Non-Qualified Stock Option (right to buy)	\$ 24.6	06/27/2008		M	3,608	07/27/2000 04/30/2010	Class B Common	3,608	
Non-Qualified Stock Option (right to buy)	\$ 33.34					07/31/2001 04/30/2011	Class B Common	2,608	
Non-Qualified Stock Option (right to buy)	\$ 31.33					05/01/2002 04/30/2012	Class B Common	3,208	
Non-Qualified Stock Option	\$ 38.27					07/24/2003 04/30/2013	Class B Common	3,008	

(right to buy)						
Non-Qualified Stock Option (right to buy)	\$ 45.44			07/22/2004	04/30/2014	Class B Common 2,4
Stock Appreciation Right	\$ 57.74			07/28/2005	04/30/2015	Class B Common 2,7
Stock Appreciation Right	\$ 70.63			07/27/2006	04/30/2016	Class B Common 2,3
Stock Appreciation Right	\$ 68.22			07/26/2007	04/30/2017	Class B Common 2,9

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MAYER RICHARD P 850 DIXIE HIGHWAY LOUISVILLE, KY 40210		X		

## Signatures

Nelea A. Absher, Attn. in Fact for: Richard P. Mayer  
 06/30/2008

\_\_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).

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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