



ESPOLÒN® TEQUILA TO STIR THINGS UP AT 2014 MOTOGP™

*TEQUILA BRAND TO AMASS A "COCK-A-DOODLE-CREW" AT GRAND PRIX,
INVITING ENTHUSIASTS TO TAKE PART IN THE REVELRY*

SAN FRANCISCO (April 10, 2014) - Espolòn® Tequila, one of the fastest growing super-premium tequilas on the market that evokes the storied culture of real Mexico, and Dorna Sports are pleased to announce the participation of Espolòn in the FIM MotoGP™ World Championship for the 2014 season. The excitement of MotoGP and the bright and complex taste of tequila will be brought together for a whirlwind weekend of cheering and celebration. MotoGP fans will be introduced to Espolòn at the Austin races on April 11-13 and in Indianapolis on August 14-16.

Spanning three days of fabulous track action, patrons are treated to highly competitive racing. As the leathers are buffed and riders ready themselves to saddle up for a second time this year in Austin, Texas, at the fantastic Circuit of the Americas, Espolòn's very own Cock-A-Doodle-Crew is getting ready to stir things up.

"Everyone likes to be part of the team," says Kathleen Schuart, Senior Marketing Director, White Spirits at Campari America. "Racing enthusiasts know the team in the thick of it at a race is the Pit Crew. Our Cock-A-Doodle-Crew is the pit crew with an Espolòn twist. Part track friendly swag-fest, part tequila enthusiast revelry, part not-so-secret society – the crew is a fun way to get involved and get your Moto GP on Espolòn style. We are looking forward to some spectacular duels on and off the track."

Espolòn's Cock-A-Doodle-Crew is a not-so-subtle reference to the legendary rooster Ramon featured on our label who will be giving fans the chance to rally together and be part of the excitement with Espolòn cocktails poured at every bar on site, as well as in the VIP area.

Espolòn will enjoy global brand visibility through TV exposure, with two signs on the track and on bridges in both the USA and Australia. Espolòn is one of several Gruppo Campari-owned brands to sponsor MotoGP; SKYY® Vodka, Aperol® and Cinzano® have all been proud participants in the global racing series.

Pau Serracanta, Managing Director of Dorna's Commercial Area, commented, "It is great news to have another new brand in MotoGP. I'm very excited about bringing Espolòn Tequila on board for the coming season, and feel that they will benefit immensely. It also shows that the past relationship we have had with Gruppo Campari is both a strong and positive one – and I hope this will continue for many years. I urge people to drink responsibly and leave their bikes in the garage if they have a taste. Let the best racers in the world do the driving."

This year's MotoGP signature cocktail, created by mixologist Justin Noel, will be served to guests within the Mexican Cantina as their favorite riders zoom past.

Day at the Track

1.5oz Espòlon Blanco
1oz Apple Cider
.25oz Lemon Juice
.25oz Pomegranate Juice

Serve with ice in a highball glass and garnish with an apple slice.

About Espòlon Tequila

The story of Espòlon lies in the heart of Mexican history itself. Handcrafted with 100% Blue Weber agave in Los Altos, the Highlands region of Jalisco, the award-winning tequilas are the pride of the San Nicolas Distillery and made in the Mexican tradition with modern techniques. A dream come true for Master Distiller Cirilo Oropeza, Espòlon pays homage to the legendary rooster, and is a tribute to the artists who inspired the world with their true portrayals of the rich, storied culture of Mexico. Espòlon's striking bottle artwork features the calavera (skeletons) depicting key moments in Mexican history, and led by the proud rooster, Ramón. Espòlon Tequila, voted a 2012 Hot Prospects brand by IMPACT Magazine last year, has seen unprecedented growth since it was acquired by Gruppo Campari in 2010, showing a 42 percent increase in 2012 with sales of more than 75,000 cases.

About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espòlon® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of Bulldog® Gin, Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, McClelland's® Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

About MotoGP™

MotoGP™ is the premier motorcycle racing World Championship; an eighteen-race series visiting thirteen countries, four continents and with pan-global television coverage. Nine nationalities of the world's most skilled riders line a grid armed with cutting-edge motorcycle technology with prototype machinery fielded by three manufacturers; Ducati, Yamaha and Honda. Established as a World Championship by the FIM (Fédération Internationale de Motocyclisme) in 1949, MotoGP is now into its 66th year. It is the oldest motorsports championship in the world and the premier-class of three racing classes that take to the track on a typical Grand Prix weekend. MotoGP has been administrated by commercial rights owners Dorna Sports under the supervision of the FIM since 1992.

MotoGP™ has a rich history with Grand Prix events having taken place in every corner of the world throughout the last 65 years. More than 2.4 million people came through the gates of the circuits to watch MotoGP in 2013. Italy, Great Britain, Spain, the USA and Australia are just some of the nationalities that have all totalled high numbers in terms of race victories and world titles.

As well as the premier class there are also two ultra-competitive World Championship Grand Prix categories, which form part of 'MotoGP'. The Moto3 (formerly 125cc) and Moto2 (formerly 250cc) World Championships have their own races at each GP.

Campari America is headquartered in San Francisco, California. More information on the company can be found at www.campariamerica.com, www.facebook.com/campariamerica, Twitter: @CampariAmerica and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

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