

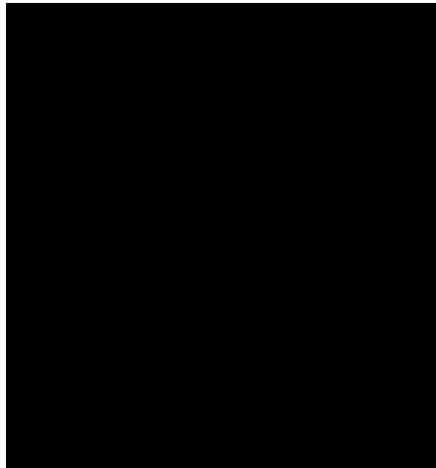


FOR IMMEDIATE RELEASE

**CAMPARI® RELEASES LIMITED EDITION ART LABELS
IN TIME FOR THE HOLIDAY SEASON**

*Renowned Italian Futurist Fortunato Depero Honored Through
Reinterpretations of His Iconic Campari Advertising*

SAN FRANCISCO (August 5, 2014) — [Campari®](#), the legendary one-of-a-kind red spirit, today announced the U.S. launch of Limited Edition art labels for 2014, modern interpretations of works originally created for Campari by legendary Italian Futurism artist Fortunato Depero in the 1920's. The trio of limited edition collectible labels arrive just in time for the holiday season and will grace 750 ml bottles at retail stores across the United States beginning in mid-October.



“This limited edition collection celebrates Campari’s great link to the history of art by paying homage to the influential Italian Futurist movement in a fresh and original way,” said Dave Karraker, Marketing Director, Campari America. “This holiday season, Campari wants to gift our consumers with special pieces from our art collection that represent the heritage of the brand with a contemporary twist.”

The original art, depicting various occasions to enjoy Campari, were created in 1927 and 1928 for use as advertising. Two of the labels originally produced in black and white for publication in newspapers are now infused with color, in the new interpretation. One of the labels from 1928 illustrates the popular Italian aperitif hour, now with a vibrant green background, while the second from 1927 depicts a collage-style character, that represents Depero’s passion for Campari, now with a yellow background. Completing the collection is an image originally created in color depicting the artist himself enjoying Campari on a bright purple background from 1928. Included on all of the labels are whimsical fonts that were unique for the time and to each of the images.

“Following the recent Italian Futurism exhibit at the Guggenheim in New York City, this art movement is finding new fans around the world. The new art labels are a tribute to this innovative moment in cultural history and to one of its shining stars, Fortunato Despero, who had a deep connection with Campari, working extensively to produce truly unique works of art for the brand,” said Karraker.

Much of Depero’s Campari art is displayed at [Galleria Campari](#), a stunning art gallery in Milan that showcases the heritage of the Campari brand through modern and contemporary art, dating from 1860 to the present day.

The reinterpretations of Depero’s works are the latest in a series of limited-edition labels designed to enhance Campari’s strong connection to art, offering real collector’s items to consumers.

CAMPARI®

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About Campari

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

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, Forty Creek® Canadian Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of BULLDOG® Gin.

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.

About Gruppo Campari

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 17 countries. The Group employs over

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4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>. Please enjoy our brands responsibly.

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