



FOR IMMEDIATE RELEASE

**CABO WABO® TEQUILA AND SIXTHMAN KEEP THE HIGH SEAS ROCKIN’
WITH LEGENDARY MUSIC MOMENTS**

The Original Rock ‘n’ Roll Tequila and Sixthman Sail into Fourth Year of Partnership

SAN FRANCISCO (March 4, 2014) – Music festivals at sea have never been more rock ‘n’ roll. For the fourth year in a row, [Cabo Wabo®](#), the original Rock ‘n’ Roll Tequila, is partnering with Sixthman, the industry leader in music festivals at sea, as a premier spirits partner for a series of rock focused music experience events. Legendary and rising star acts rocking the high seas on Sixthman and Cabo Wabo partnered music cruises include KISS, Lynyrd Skynyrd, Florida Georgia Line, Sister Hazel and Transatlantic.

“The partnership with Cabo Wabo Tequila and Sixthman is a proven winner,” said Umberto Luchini, Head of Marketing, Campari America. “Our loyal tequila enthusiasts are always searching for that next authentic rock ‘n’ roll experience and I cannot think of a better way to enjoy some of America’s greatest bands than while cruising the Caribbean on Sixthman’s cruises with thousands of other rock fans.”

“Guests of Sixthman festivals at sea LIVE LOUD. We are so excited to partner again in 2014 with Cabo Wabo Tequila, an authentic rock ‘n’ roll brand with a renegade spirit that blends so well with the experiences we aim to deliver our guests,” said Anthony Diaz, Chief Operating Officer, Sixthman.

For the fourth year as a premier spirits partner, Cabo Wabo Tequila will provide signature cocktails onboard Sixthman’s cruise festivals. Guests will enjoy Cabo Wabo Tequila on the following rockin’ events at sea:

- **Progressive Nation at Sea** (Feb. 18-22): Over two dozen of today’s greatest progressive rock bands featured on board.
- **The Rock Boat:** (Feb. 22-26). Sister Hazel hosts the World’s Greatest Floating Music Festival at sea.
- **KISS Kruise IV** (Oct. 31-Nov. 4): Halloween once again belongs to the KISS Navy.
- **Florida Georgia Line – This is How We Cruise** (Nov. 8-12): Tailgate at sea with country-rock sensation Florida Georgia Line
- **Simple Man Cruise VIII** (Nov. 16-20): Southern Rock sailing - featuring Lynyrd Skynyrd and friends.

Sixthman music festivals at sea set sail on Norwegian Pearl from Miami to exotic Caribbean destinations. Guests can find out more about each cruise, destinations and booking details online at www.sixthman.net/events. Fares include entertainment, meals, and access to many Norwegian Pearl amenities, such as two pools, four hot tubs, massive spa, rock climbing wall, bowling alley, casino and fitness center.

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About Cabo Wabo Tequila

Cabo Wabo Tequila was originally created by Sammy Hagar to have a superior tequila to serve his friends at his Cabo Wabo Cantina in Cabo San Lucas, Mexico. Cabo Wabo is made from 100-percent Weber Blue Agave and comes in three marques including Blanco, Reposado, and Añejo. It is acknowledged as one of the finest tequilas in the world and won a Double Gold Medal at the 2011 San Francisco World Spirits Competition.

About Sixthman: Sixthman, headquartered in Atlanta, Georgia, sets the stage for guests to experience moments that make life rock by creating festivals at sea that tear down the walls between bands, brands and their fans. Since 2001, we have been pioneering themed cruise experiences and are proud to be celebrating our 13th year and the accomplishment of executing 60 full ship charters. Sixthman has hosted over 110,000 guests for nearly 500,000 days on vacation with world class musical and brand partners such as KISS, Kid Rock, John Mayer, Lynyrd Skynyrd, 311, Paramore, Florida Georgia Line, Zac Brown Band, Lyle Lovett, Sister Hazel, Turner Classic Movies, VH1, along with engaging festivals at sea such as The Rock Boat, The World's Greatest Floating Music Festival, and Cayamo: a Journey through Song. INC. Magazine recognized us as America's Fastest Growing Travel Company and the 87th fastest growing company across all segments on the INC. 500 List.

What is SIXTHMAN? Click here: <http://vimeo.com/19267800> | **LIVE LOUD** with us at <http://www.sixthman.net>

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, Espolón® 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.

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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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 a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that

spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as [Campari](#), Carolans, [SKYY Vodka](#) and [Wild Turkey](#) stand out. It also has leading regional brands including [Aperol](#), [Cabo Wabo](#), [Camparisoda](#), Cynar, Frangelico, [Glen Grant](#), [Ouzo 12](#), [X-Rated Fusion Liqueur](#), Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand [Cinzano](#), as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella&Mosca and Teruzzi&Puthod. The soft drinks segment comprises the non-alcoholic aperitif [Crodino](#) and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,200 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. www.camparigroup.com.

More information on the company can be found at
<http://www.camparigroup.com/en/group/main.jsp>
<http://www.youtube.com/campariofficial>

Media images are available at
http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp

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