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JOINT PRESS RELEASE

CAMPARI AMERICA ASSUMES DISTRIBUTION OF APEROL® IN THE US

Red-Hot Global Aperitif Brand Owned by Gruppo Campari Shifts from Palm Bay International to Campari America in Key American Market

SAN FRANCISCO and BOCA RATON, FL (November 21, 2013) – [Campari America](#), a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), and Palm Bay International announced today they have reached a mutual agreement that will shift the distribution and marketing of the Aperol® brand in the US from Palm Bay to Campari America beginning September 1, 2013. Aperol is a globally-distributed Italian Aperitif owned by Milan-based Gruppo Campari and is a key pillar of the company's broad portfolio of more than 50 well-respected local and international brands, including SKYY® Vodka, Wild Turkey®, Campari®, Cinzano® and Appleton® Estate Jamaica Rum.

"Aperol is one of the hottest global brands in the spirits industry today, having recently been named a Top-15 Growth Brand by Impact Magazine," said Roy Danis, Managing Director, Campari America. "We are very pleased to have it back in our portfolio following Palm Bay's tenure with the brand since 2008. Aperol is already a cocktail staple in Europe and we look forward to expanding this iconic Italian brand in the US market, promoting it through its signature cocktail – the Aperol Spritz."

"It has been a privilege to have worked on Aperol, and we are proud of Palm Bay and our distribution partners' results from all of areas of the business to truly grow this special Italian Aperitif in the US market," said Marc Taub, President, Palm Bay International. "We wish Campari America continued success with this wonderful brand." Palm Bay will continue to distribute and market Gruppo Campari's wine portfolio in the US, as well as the Cinzano® brand.

Aperol is the best-selling spirit in Italy and has catapulted to more than 2.6 million 9L cases worldwide in 2012 (Impact Magazine), making it the number four Aperitif globally. In the US, the brand has been experiencing strong double digit growth for the past year.

Nearly 100 years old, Aperol is a bright orange Aperitif with a rich, complex taste derived from an exotic infusion of 30 aromatic herbs, spices, sweet orange peel and hints of mandarin and bitter orange. Its sunny, zesty flavor and low eleven-percent alcohol content allow it to shine in its signature cocktail, the Aperol Spritz (3 parts Cinzano® Prosecco, 2 parts Aperol, 1 part Club Soda), which is a worldwide cocktailing phenomenon. In Veneto, Italy, the homeland of Spritz, around 300,000 Aperol Spritzes are consumed every day - more than 200 Spritzes a minute.

"The return of Aperol to the Campari America portfolio gives us an amazing lineup of Italian Aperitifs, Digestifs and Liqueurs to round out a consumer's entire night: Aperol for a pre-dinner Spritz, Campari's iconic Negroni during the meal, Frangelico® for dessert, and artichoke-based Cynar® for after," continued Danis. "No other company in the US boasts such a stellar portfolio of award-winning Italian brands."



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 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.

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 16 countries. The Group employs over 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: www.camparigroup.com

Media images are available at:

http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp

About Palm Bay International



Palm Bay International, a dynamic family-owned company, offers one of the nation's most comprehensive portfolios of imported wines and spirits, including over 50 suppliers from four continents. Among Palm Bay's most valued assets is its remarkable network of long-term partnerships with the foremost wholesale companies in all 50 states, as well as Mexico and the Caribbean. With the crucial collaboration of these partners, Palm Bay's portfolio is able to meet the needs of every level of the industry, from independent restaurants and retail stores, to chain accounts, supermarkets, hotels, airlines, cruise ships, duty-free accounts and U.S. military bases. This impressive roster of brands, accounts and relationships positions Palm Bay as a major source of fine wines and spirits and an industry leader in the U.S. marketplace.

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