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JOINT PRESS RELEASE

CAMPARI AMERICA ASSUMES DISTRIBUTION OF APPLETON® RUM BRANDS IN THE US

Award-Winning Rum Brands Recently Acquired by Gruppo Campari Shift From Kobrand
to Campari America in Key American Market

SAN FRANCISCO and PURCHASE, NY (February 15, 2013) – [Campari America](#), a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), and Kobrand Corporation announced today they have reached a mutual agreement that will shift the distribution and marketing of the Appleton® Rum portfolio of brands in the US from Kobrand to Campari America beginning March 1 of 2013. Appleton, in addition to the Wray & Nephew® and Coruba® Rum brands, were acquired by Milan-based Gruppo Campari in December 2012 as part of the company's purchase of a controlling stake in Jamaican company Lascelles deMercado & Co. Limited.

"We are very pleased that we have come to agreement with Kobrand, who was contracted by the previous owner of the fantastic portfolio of Appleton rum brands, to gain full distribution and marketing through Campari America in the US," said Roy Danis, Managing Director – US/Caribbean/Puerto Rico, Campari America. "Kobrand has done an exceptional job building these brands, particularly among the very important bartender community, and we are driven to expand on their hard work so Appleton, Wray & Nephew, and Coruba can realize their full potential in the US market."

"It has been a privilege to have worked on this portfolio of fine rums, and we are proud of Kobrand's and our distribution partners' results from all of areas of the business - case growth, distribution growth, quality of distribution growth, and consumer franchise building," said Bob DeRoose, President and CEO, Kobrand Corporation. "We wish Campari America continued success with these wonderful brands."

The business acquired by Gruppo Campari includes an unrivalled portfolio of world-class premium and overproof rums, including Appleton Estate (super premium aged rum designed for sipping), Appleton Special and White (blend specially designed for mixing), Wray & Nephew White Overproof (the world's top-selling, award-winning overproof rum), Coruba, and a strong portfolio of local brands. In Fiscal Year ended September 30, 2011, this rum and spirits portfolio achieved total sales volume of 3.5 million 9 liter 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®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, 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 14 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

Kobrand Corporation

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Kobrand Corporation was founded in 1944 and to this day remains one of the few family-owned wine and spirits companies. Kobrand's portfolio of wine and spirits was meticulously selected according to a single, unerring principle: quality. This continued focus has made the Kobrand name synonymous with wines and spirits of the highest caliber for over 60 years. Kobrand is the exclusive agent for an outstanding selection of fine wines and spirits that include Maison Louis Jadot Burgundies, Champagne Taittinger, St. Francis, Sequoia Grove, Benziger Family Winery, Cakebread Cellars, Sassicaia, The Fladgate Partnership of Ports, Alizé Passion Liqueurs and Alize Coco, Tia Maria, Antica Sambuca, Delamain Grande Champagne Cognacs and Vikingfjord Vodka.

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