



FOR IMMEDIATE RELEASE

SKYY® VODKA UNVEILS "BE PART OF THE ART" CAMPAIGN FEATURING HIP-HOP VISIONARIES TO LAUNCH SKYY INFUSIONS® MOSCATO GRAPE

Breakthrough Program Includes Hip-Hop Impresario Theophilus London, Visionary Director Anthony Mandler, and Ground-Breaking Visual Artist Kadir Nelson; Crowd-Sourced Artistic Content Takes Center Stage

SAN FRANCISCO (May 20, 2013-- Following years of creating some of the most memorable and iconic images in advertising history, SKYY® Vodka, the number-one selling domestic super-premium vodka in the U.S., announced today the launch of its advertising and social media campaign, titled "**Be Part of the Art**," to support new **SKYY Infusions® Moscato Grape**, the first-ever Moscato grape infused vodka available in the US.

The SKYY Infusions Moscato Grape "Be Part of the Art" campaign begins today with television advertising and online activations which reflect multiple facets of modern hip-hop culture and nightlife. The cutting-edge television commercial features a collaboration between hip-hop artist, **Theophilus London**; leading music video director, **Anthony Mandler** (who previously directed 16 of Rihanna's career-making videos, as well as Jay-Z's "Run This Town," The Killer's "When You Were Young," and numerous commercials for brands including Nike, Samsung and Motorola); and award-winning artist, **Kadir Nelson** (American artist whose works have been exhibited in major national and international publications, art galleries, museums and on the cover of Michael Jackson's album "MICHAEL"). The commercial was produced by Believe Media.

In the visually stunning campaign director Mandler infuses Nelson's iconic paintings into various "Versailles meets hip-hop" art gallery scenes. On cue, Theophilus London's original music "I Stand Alone" sparks the paintings to come to life as party goers start an impromptu dance party while sipping delectable SKYY Infusions Moscato Grape cocktails.

The brand rolls out their "Be Part of the Art" social media campaign in tandem, inviting fans to contribute to a Moscato Mosaic masterpiece. Consumer photos submitted via SKYY Vodka social media channels using the hashtag #BePartoftheArt will be added to a giant store-front canvas displayed in New York City. The canvas will quickly evolve into a one-of-a-kind piece of artwork as thousands of photos from around the world virtually fill the mural. The "BePartoftheArt" mosaic will also be featured on the brand's Facebook page (www.facebook.com/skyyvodka).

"The 'Be Part of the Art' campaign embodies the hip hop culture's evolution as it moves away from the cognac and champagne-fueled days of excess towards a broader, all-encompassing influence on the trendsetters of today and tomorrow -- what some are calling the 'Moscato Movement,'" said Umberto Luchini, Head of Marketing, Campari America. "SKYY Infusions Moscato Grape's new marketing platform encompasses every aspect of the 'Moscato Movement,' including art, music, design, fashion and a delectable cocktail experience. Blending the remarkable works of Anthony Mandler, Kadir Nelson and Theophilus London helps us to ignite and inspire a thirst for not only the first-ever Moscato Grape infused vodka but also a thirst to be a part of a sexy, trend-forward, sophisticated world of art and nightlife."

The "Be Part of the Art" campaign will appear on national cable networks, including Bravo, ESPN, E! Network, BET, Oxygen, Style and FX among others. These spots will be accompanied by digital site takeovers, rich digital media, billboards, transit, and large-format wall installations in the U.S. rolling out throughout 2013. The advertising campaign was developed by Lambesis of La Jolla, CA.

For more information, visit SKYY's Facebook page (www.facebook.com/skyyvodka) and Twitter pages (@skyyvodka). A historical perspective of SKYY's advertising can be found in The Lounge section of SKYY.com.

History of SKYY Advertising

SKYY Vodka has never been shy about letting the world's most accomplished and controversial artists interpret the brand's sexy image in bold and daring fashion. SKYY's first print campaign, created by Lambesis in 1998, was shot by renowned glamour photographer Moshe Brakha and exhibited striking, evocative characters set against a rich, textured cinematic theme. A second print campaign featured the distinctive style of influential still photographer Matthew Rolston, who depicted seductive, provocative characters in his work including a 2003 celebrity campaign featuring Taye Diggs, Gretchen Mol, Kyle MacLachlan, Heather Graham and John Leguizamo. In 2007, SKYY looked to acclaimed photographer and independent filmmaker David LaChapelle to shoot the powerful, tantalizing images that captured the essence of cocktail glamour and the jet set lifestyle which would constitute its third campaign. In 2008, SKYY unveiled new, vivid imagery borrowing heavily from the pop-art movement. Because of its bold, sexy imagery, SKYY's ads have become collectible pieces of artwork.

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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, 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.

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