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THE WILD TALE OF THE WHISKEY THAT WASN'T SUPPOSED TO BE: INTRODUCING WILD TURKEY® FORGIVEN

Limited-Edition Mingling of Bourbon & Rye the Stuff of Legend, as Masterful "Mistake" Creates Bona fide Magic for the Whiskey Connoisseur

LAWRENCEBURG, KY (August XX, 2013) – Not all mistakes are created equal – just ask the Wild Turkey® Bourbon Distillery crew who unwittingly mingled very rare, high-proof Rye with perfectly-aged Bourbon. The result is Wild Turkey Forgiven, the first nationally-available, 91-proof, small-batch Bourbon and Rye whiskey that will mesmerize those lucky enough to snag a bottle before limited quantities run dry. Enjoyed neat or on the rocks, this masterful spirit fortuitously found its way into the whiskey line-up of the famed Kentucky distillery, and the story of Forgiven was born.

Despite its accidental beginnings, Wild Turkey Associate Master Distiller Eddie Russell quickly realized that he had an exceptional whiskey more than worthy of bringing to market, hence the name "Forgiven." Made from 78 percent 6-year-old Bourbon and 22 percent 4-year-old Rye, the whiskey opens bold and finishes smooth, with tasting notes of creamy vanilla and oak, and a peppery, cinnamon finish.

"Wild Turkey is known for its uncompromised quality and taste in every Bourbon and Rye expression we make," said Eddie Russell. "Much to the distillery team's relief, Forgiven highlights the best of both worlds to create a one-of-a-kind taste that will appeal to both Bourbon and Rye aficionados. I was mad when I first discovered our crew's mistake, but once I tasted it, all was Forgiven."

Like all Wild Turkey Bourbons, Forgiven is born from a natural aging process using American oak barrels with the deepest number 4 or "alligator" char that is used to age every Wild Turkey Bourbon and Rye. Forgiven joins a growing product line-up that features flagship Wild Turkey Bourbon 81 and 101, Wild Turkey Rye, Rare Breed®, Kentucky Spirit®, American Honey® and Russell's Reserve®.

"The Rye category is experiencing explosive growth right now, up 44 percent in the most recent Nielsen figures, with bartenders across the country populating their cocktail menus with this spicy spirit," said Andrew Floor, Group Brand Director, Wild Turkey. "As both the Bourbon and Rye categories continue to witness broad expansion worldwide, Wild Turkey will maintain its commitment to creating high-quality products that have been the brand's signature for more than 100 years, while exploring new and interesting whiskies that appeal to bartenders and consumers alike."

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Wild Turkey Forgiven will be available in limited quantities nationwide in late summer 2013 with a suggested retail price of \$49.99. For additional information, please visit us at WildTurkeyBourbon.com, like us on [Facebook](#) or follow us on [Twitter @WildTurkey](#).

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.

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, span 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 154 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.

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