



FOR IMMEDIATE RELEASE

**SKYY® VODKA NAMED OFFICIAL VODKA OF
MERCEDES-BENZ FASHION WEEK SPRING 2013 COLLECTIONS**

SAN FRANCISCO (August 14, 2012) – [SKYY® Vodka's](#) iconic cobalt blue bottle is ready to work the runway as SKYY announces its official sponsorship of Mercedes-Benz Fashion Week Spring 2013 Collections in New York City, September 6 – 13, 2012. Infusing Mercedes-Benz Fashion Week with its signature style and sophistication, SKYY Vodka will have exclusive onsite presence at all official receptions and VIP lounges featuring SKYY specialty cocktails, inspired by the season's standout trends.

"We are thrilled to partner with Mercedes-Benz Fashion Week, which is the epitome of glamour. SKYY Vodka is known for its sexy and sophisticated presence, making this partnership a perfect fit for not only our brand, but for all of our fans around the world who love style and fashion," said Kathleen Schuart, Global Category Director Vodka, Gruppo Campari.

This September, fashion insiders will be treated to four signature SKYY cocktails in the tents celebrating the 2013 Spring/Summer season's trends: Classic, Romantic, Glam, and Progressive. SKYY's signature cocktails for Mercedes-Benz Fashion Week include:

- **Classic: Bohemian Classic** – A lighthearted twist on the timeless daiquiri, the Bohemian Classic reinvents this favorite cocktail with a hint of apple juice. Mixed with lemon juice, simple syrup and muddled raspberries, the Bohemian Classic is served up in a martini glass.
- **Romantic: Enchanting Kiss** – Echoing the whimsical fabrics that grace the runways, the Enchanting Kiss blends SKYY Vodka, crème de cacao white, simple syrup, cream, and ground cinnamon, all finished with chocolate flakes.
- **Glam: Catwalk Queen** – The Catwalk Queen is an evolved white cosmopolitan, incorporating one of the season's hottest trends: honey. The delectable blend of SKYY Vodka, white cranberry juice, lemon juice, triple sec and honey solution will be a show stopper.
- **Progressive: Futuristic Fashionista** – Made with muddled red grapes, SKYY Vodka and lemon juice, all topped with red raspberry vinegar - the mixology world's ingredient *du jour* - the Futuristic Fashionista is served in a gold sugar-rimmed martini glass.

While only select fashion insiders are able to attend Mercedes-Benz Fashion Week, fans around the world can follow the action on SKYY Facebook or on Twitter. Learn more at <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](#).

To get a taste of SKYY at Mercedes-Benz Fashion Week, try these fashion forward cocktails:

BOHEMIAN CLASSIC (CLASSIC)

2 oz SKYY Vodka
2 oz Apple Juice
0.5 oz Lemon Juice
0.5 oz Simple Syrup
6 Raspberries

Muddle all ingredients. Shake and strain in to a martini glass. Garnish with Honey Sugar Rim with little pieces of orange peel.

FUTURISTIC FASHIONISTA (PROGRESSIVE)

2 oz SKYY Vodka
1 oz Lemon Juice
0.25 oz Red Raspberry Vinegar
5 red Grapes
Gold Sugar

Muddle all ingredients except the vinegar. Shake and strain in to gold sugar rimmed martini glass. Add vinegar.

ENCHANTING KISS (ROMANTIC)

1.5 oz SKYY Vodka
0.5 oz Crème de Cacao White
0.25 oz Simple Syrup
0.5 oz Whole Cream
0.25 tsp Ground Cinnamon
Sprinkle Chocolate Flakes

Shake all ingredients except the chocolate flakes. Strain in to a martini glass. Finish with the chocolate flakes.

CATWALK QUEEN (GLAM)

2 oz SKYY Vodka
1 oz Lemon Juice
1.5 oz White Cranberry Juice
0.5 oz Honey Solution (equal parts Honey and Water)
0.5 oz Triple Sec

Shake all ingredients. Strain in to a martini glass.

About SKYY Vodka

SKYY Vodka was first conceived in 1992 by an inventor looking to create the world's smoothest vodka. SKYY Vodka revolutionized the spirits industry with its proprietary quadruple-distillation and triple-filtration process that consistently ensures exceptional quality. Distilled in the US with American grain and 100% pure filtered water, SKYY Vodka is the leading domestic super-premium vodka in the U.S.

About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), together with its affiliates Gruppo Campari. 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 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> and www.youtube.com/campariofficial

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CONTACTS: Noora Raj
ALISON BROD PUBLIC RELATIONS
noora@alisonbrodpr.com

Taylor Gowdy
ALISON BROD PUBLIC RELATIONS
taylor@alisonbrodpr.com