



FOR IMMEDIATE RELEASE

**SKYY® VODKA UNVEILS TWO NEW IRRESISTABLE FLAVORS TO ITS INFUSIONS LINE:
VANILLA BEAN AND GEORGIA PEACH**

*First Nationally Available Vanilla Bean and Georgia Peach Infused Vodkas
Introduced For Consumers Seeking Elevated Taste Experience*

SAN FRANCISCO (December 10, 2013) – Expanding its innovative, award-winning line of infused vodkas, made with natural ingredients, [SKYY® Vodka](#) introduces two new flavors: SKYY Infusions® Vanilla Bean Vodka and SKYY Infusions Georgia Peach Vodka. These new infusions blend real vanilla beans and succulent, juicy Georgia peaches with SKYY’s premium distilled vodka, creating two vibrant spirits that elevate any cocktail occasion with superior taste.

According to Nielsen, peach is the third most popular vodka flavor in the U.S. growing by 37 percent. Pairing SKYY Vodka’s ground-breaking, proprietary infusions process with one of the most complex peach varieties, **SKYY Infusions Georgia Peach Vodka** has bottled the true essence of the vibrant, sweet fruit. The red clay soil and hot sun found in “The Peach State” make it the perfect breeding ground for one of America’s most beloved fruits. Capturing the bright succulent, juicy taste of fresh Georgia peaches, this new Infusion delivers a delicious base for an everyday cocktail experience that never goes out of style or season.

Tapping into the current consumer trends of natural, infused products, SKYY Infusions is offering a delicious, premium flavored vodka option that is anything but plain old vanilla — **SKYY Infusions Vanilla Bean**. With its rich, smooth and slightly toasted caramel tasting notes, this new Infusion delivers an indulgent treat reminiscent of the finest, rich vanilla bean ice cream, capturing a favorite flavor in cocktail form.

“Vanilla and peach are both flavors that have been explored by the beverage industry for years, but most times they come across tasting artificial or cloying,” said Kathleen Schuart, Senior Marketing Director, SKYY Vodka. “By utilizing our proprietary infusions process – actually infusing vodka with vanilla bean and Georgia peach – SKYY is able to capture the true essence of these beloved flavors, which in turn elevates the entire cocktail experience. No other flavored vodka delivers this authentic taste like award-winning SKYY Infusions.”

SKYY Infusions Vanilla Bean and Georgia Peach join the brand’s existing line of premium flavors, which includes Moscato Grape, Wild Strawberry, Coconut, Dragon Fruit, Blood Orange, Pineapple, Ginger Cherry, Grape, Citrus, Raspberry and Passion Fruit. Since the introduction of SKYY Vodka in 1992, the brand has always been an innovator. With the development of SKYY Infusions, first released in 2008, SKYY Vodka charted a new course for flavored vodkas by creating products that cater to the current consumer trend toward natural, infused products that elevate the taste experience and have quickly become a centerpiece of classic and contemporary cocktailing.

SKYY Infusions Vanilla Bean and Georgia Peach will be available in 50ml (\$1.99), 750mL (\$18.49), 1L (\$23.49) and 1.75L (\$26.99). SKYY Infusions Georgia Peach will also be available in 375mL (\$10.49). The entire SKYY Infusions collection can be enjoyed simply on the rocks, with club soda, with 7UP® or in

a myriad of other delicious, sophisticated cocktails. For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](https://twitter.com/SKYYVodka)

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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.

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 16 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: <http://www.camparigroup.com>

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