



FOR IMMEDIATE RELEASE

**SKYY INFUSIONS® LAUNCHES FIRST-EVER WILD STRAWBERRY INFUSED VODKA
JUST IN TIME FOR VALENTINE'S DAY**

*The Newest Addition to the Award-Winning SKYY Infusions Portfolio Delivers a Sexy Cocktail Experience
Featuring the Wild Version of the Fruit of Love*

SAN FRANCISCO (February 4, 2013) – Expanding its pioneering, award-winning line of infused vodkas made with natural ingredients, [SKYY® Vodka](#) introduces new SKYY Infusions® Wild Strawberry, a sophisticated, first-of-its-kind vodka experience made with real, sweet wild strawberries. Launching just in time for Valentine's Day, Wild Strawberry joins the brand's existing line of innovative, premium flavors, which includes Coconut, Dragon Fruit, Blood Orange, Pineapple, Ginger, Cherry, Grape, Citrus, Raspberry and Passion Fruit.

Smaller and sweeter than their grocery-aisle cousin, wild strawberries are a favorite of farmer's markets across the country, delivering a stronger flavor and a more aromatic bouquet than garden variety strawberries. Featuring a well-balanced celebration of ripe berries, hints of tropical vanilla, and finishing with the roundness of white chocolate, SKYY Infusions Wild Strawberry perfectly pairs with a box of Valentine's Day sweets. Strawberries themselves have historically been referred to as the "fruit of love," making a SKYY Infusions Wild Strawberry cocktail the ideal accompaniment to Cupid's arrow.

"Fresh strawberry is one of the-most popular cocktail flavors in the US, but to date that bright, sweet experience hasn't really been captured in an actual spirit," says Jason Daniel, Brand Director, SKYY Vodka. "Pairing our proprietary infusions process with the more complex wild strawberry varietal, we have captured the true essence of the fruit allowing fans to experience that delicious flavor without a blender or heavy juices. Just add club soda and you have a delicious strawberry cocktail to enjoy with your sweetheart on Valentine's Day or add a squeeze of lemon for a refreshing sipper year round."

Since the introduction of SKYY Vodka in 1992, Campari America has always been an innovator. With the development of SKYY Infusions, first released in 2008, Campari America has 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.

SKYY Infusions was originally launched in five flavors – Citrus, Cherry, Grape, Raspberry and Passion Fruit, in April 2008 by Campari America. A year later, SKYY introduced SKYY Infusions Pineapple, which quickly became a nationwide centerpiece of classic and contemporary Tiki cocktailing. In 2010, SKYY Infusions Ginger made its debut, making the delectable, sweet taste of ginger readily available to any bartender or consumer. SKYY Infusions Dragon Fruit and SKYY Infusions Blood Orange, both launched in 2011, offered two alluring, distinctively different spirits to the portfolio, followed by SKYY Infusions Coconut in 2012. With the introduction of its eleventh expression, SKYY Infusions Wild Strawberry, Campari America continues its high standard for premium, naturally infused vodkas developed on the principles of quality, innovation and style.

SKYY Infusions Wild Strawberry will be available in 50ml (\$1.99), 750mL (\$18.49), 1L (\$23.49) and 1.75L (\$26.99). The launch will be supported by a fully integrated marketing campaign featuring advertising, social media activities, and on-/off-premise sampling promotions.

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)

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.

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