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**SKYY® VODKA UNVEILS “PASSION FOR PERFECTION” CAMPAIGN:
FIRST TELEVISION ADVERTISING IN ICONIC BRAND’S 20 YEAR HISTORY**

Partners with Revolutionary Digital Production Studio Behind Ground-Breaking Tupac Shakur Coachella Hologram and “Transformers” - Digital Domain and Mothership

SAN FRANCISCO (July 19, 2012) – Following years of creating some of the most memorable, iconic images in advertising history, [SKYY® Vodka](#), the number-one selling domestic super-premium vodka in the U.S., announced today its first-ever television advertising campaign for the brand: “Passion for Perfection.” The campaign is the living embodiment of SKYY’s essence and proprietary distillation process – a perfect balance of sleek, modern style and an obsessive desire for quality.

Never afraid to push the envelope, SKYY Vodka over the years revolutionized the vodka industry with sexy and thought-provoking print advertising shot by world famous photographers, such as David LaChapelle, Matthew Rolston and Moshe Brakha. With the brand’s first broadcast spot in its 20-year history, SKYY’s insistence on excellence and innovation led to a partnership with ad agency of record Lambesis, the creators of the Passion for Perfection campaign; the Academy Award-winning digital studio Digital Domain; and its commercial production arm, Mothership. Digital Domain has created visuals for more than 90 movies, including the “Transformers” series, “Titanic,” “TRON: Legacy,” and the recent jaw-dropping performance of “virtual” Tupac Shakur at The Coachella Valley Music and Arts Annual Festival. Mothership director Sil Van Der Woerd developed the visual language for the SKYY campaign which will launch with a 60-second film that goes beyond the borders of a traditional television commercial.

“For our first time on television with our SKYY Vodka brand, our DNA demanded we do something amazing and eye-catching,” said Umberto Luchini, Head of Marketing, Campari America. “After seeing the Tupac Shakur hologram at Coachella, we knew we had teamed with the right production company to take our brand essence of sexy style, exceptional quality, and, of course, our iconic blue bottle to the small screen in over-the-top fashion.”

The spot’s breakthrough, fantastical approach reflects the cutting-edge style and attitude of Digital Domain, Mothership, Lambesis and SKYY Vodka. The fantasy narrative begins with a sweeping aerial shot of a shining glacier leading to an ultra modern distillery set against a pristine snow-covered landscape. Inside, fun and flirtatious choreography propels gorgeous young workers operating futuristic chrome and glass machinery, passionately producing super premium vodka infused with SKYY’s unmistakable glamour and style.

“The challenge for us on the Passion for Perfection campaign was how to condense SKYY’s 20 years of innovation, quality and style into a 60-second commercial,” said Mothership’s Van Der Woerd. “The aesthetic we wanted was both organic and sleek. We drew inspiration from some of our most memorable film work and modern architecture to create digital environments that captured the brand’s essence and took the piece somewhere beyond the imagination, yet firmly grounded in the attributes that have made SKYY one of the most recognizable brands in the world.”

Shot with minimal live action using models against green screen and few props, the commercial's interior and exterior environments and all liquids – the complex visual center of the campaign – are 100% digital, created by Digital Domain. The spot is scored by Polyamorous Affair's "White Hot Magic" to create an underlying seductive vibrancy that celebrates the iconic cobalt blue SKYY Vodka bottle with an aesthetic that is both organic and sleek with a premier and accessible vibe.

The SKYY Passion for Perfection campaign will first appear on July 19 on national general consumer television and in online executions. Media includes *Bravo*, *ESPN*, *ESPN2*, *Comedy Central*, *TBS*, *E! Network*, and *hulu*, 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 2012.

The SKYY Passion for Perfection advertising campaign was developed by Lambesis of La Jolla, CA. Behind the scenes footage of the making of the campaign will be unveiled to SKYY's loyal fans first through 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), 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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