



FOR IMMEDIATE RELEASE

SKYY® VODKA LAUNCHES LONE STAR LIMITED EDITION BOTTLE

*SKYY Vodka Proudly Supports Texas' Own Boot Campaign Charity
and Provides Texans the Opportunity to Support Our Troops*

SAN FRANCISCO (June 26, 2012) – Beginning this Independence Day, [SKYY® Vodka](#) is giving Texans a chance to give back to those who protect our freedom 365 days a year. SKYY introduces the **Lone Star Limited Edition Bottle**, designed to pay homage to the great state of Texas and to help Texans support our dedicated U.S. service men and women.

Beginning July 4th, Texans will have the opportunity to give back to their returning troops by purchasing the SKYY Vodka Lone Star Limited Edition Bottle at their local liquor store. A portion of the proceeds from each bottle purchased will benefit the Boot Campaign, a Texas-based charity dedicated to military appreciation and veteran issues awareness, which boasts a roster of Texas supporters like Pat Green, Troy Aikman and Deborah Duncan. Available for a limited time this summer only in Texas, the SKYY Vodka charity bottle is easy to spot, as it proudly features the famous Lone Star of Texas on the brand's iconic cobalt blue bottle.

"As an American-made vodka, we understand the importance of giving back to those who protect our freedom day in and day out," said Jason Daniel, Brand Director, SKYY Vodka. "The SKYY Vodka Lone Star Limited Edition Bottle is a great opportunity for Texans to help us provide funding to the Boot Campaign's efforts to make sure our U.S. service men and women get the recognition, respect and support they rightly deserve."

As part of the limited edition launch, SKYY mixologists have created two refreshing Texas-inspired cocktails perfect for summer sipping:

SKYY Vodka Lone Star-ita

Made especially for a pitcher

2 parts SKYY Vodka

1 part Lime Juice

Half part Agave Nectar

Mix ingredients in pitcher and add cucumber slices. Let it sit for approximately 15-20 minutes, add ice and serve. If you don't have time to let it steep then give the cucumbers a little "muddle," add ice and serve in salt-rimmed martini glass.

Texas Kick SKYY Gimlet

2 oz. SKYY Vodka

1 ½ oz. Lime Juice

¾ oz. Simple Syrup

3 dashes Tabasco

Shake all ingredients. Strain into a rocks glass with ice.

The SKYY Vodka Lone Star Limited Edition Bottle can be found at your local liquor store for a suggested retail price of 750 ml (\$18.49). 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), 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](https://twitter.com/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>

About Boot Campaign

The Boot Campaign is a 501c3 non-profit military appreciation and veteran awareness campaign based in Texas. Launched in 2009 by a group of women known as The Boot Girls, the Boot Campaign's mission is to express gratitude to the troops, spread awareness of the needs of military personnel and support their transition home. Through the sale of signature military combat boots, the Boot Campaign donates proceeds to a group of partner charities that work directly with military personnel, past and present, healing from a variety of physical and emotional combat wounds, embodying the campaign motto that, "When They Come Back, We Give Back". www.BootCampaign.com

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