



**CAMPARI AMERICA™ CONTINUES EXPANSION OF WILD TURKEY® DISTILLERY,
KICKS OFF CONSTRUCTION OF NEW \$4 MILLION VISITOR CENTER**

*Commonwealth of Kentucky and Kentucky Bourbon Trail® Tour to Benefit from New Tourism
Attraction Estimated to Bring 70,000 Visitors Per Year to Bourbon Country*

LAWRENCEBURG, KY (August 28, 2012) — [Campari America](#)™, the wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), together with its affiliates [Gruppo Campari](#), announced today its plan to continue expansion of the famous [Wild Turkey](#)® Distillery site in Lawrenceburg, Kentucky. At a groundbreaking ceremony this morning attended by Governor Steve Beshear and Lawrenceburg Mayor Edwinna Baker, Campari America unveiled plans for a new \$4 million visitor center on legendary Wild Turkey Hill. The visitor center is the crowning jewel in the company's near \$100 million in distillery operation improvements since Gruppo Campari purchased the iconic whiskey brand in 2009.

The new Wild Turkey Visitor Center will be a dramatic upgrade over the small, 1,000-square-foot, circa 1800s building that currently hosts tastings for bourbon fans and serves as the company gift shop. Offering dramatic vistas of Wild Turkey Hill and the Kentucky River, the striking new building will occupy 8,500 square feet and be perched just behind the new distillery expansion, which opened in 2011.

“Our goal with our new visitor center is to offer bourbon fans an experience befitting the iconic Wild Turkey brand that will serve as a tourism cornerstone in Eastern Kentucky on the famous Kentucky Bourbon Trail® tour,” said Umberto Luchini, Head of Marketing, Campari America. “With the Wild Turkey brand growing at more than 22 percent globally, we are dedicated to advancing consumer education of Kentucky’s native spirit here in the Commonwealth with our new visitor center as well as all over the world.”

Slated to open in April 2013, the new Wild Turkey Visitor Center is expected to welcome upwards of 70,000 visitors annually – up significantly from the 35,000 visitors per year of the previous facility. Broad woodwork along the outside of the two-story structure will be reminiscent of the staves that make up bourbon barrels. Vast windows will look out over the scenic Kentucky River and an expansive terrace will be perfect for picnics, events, and even musical performances. Inside, whiskey fans can expect to see a thoughtful blend of the distinctive history of Wild Turkey and the bourbon industry presented through modern technology.

The design concept is inspired by local and regional precedents specific to the Kentucky region and the Wild Turkey Bourbon brand. By alluding to these inspirations in an abstract manner, the visitor center design will be a building that is simultaneously familiar and new - bridging tradition and modernity. The building will house an expanded gift shop, interactive displays, a large multipurpose room for seminars, and, of course, a fantastic tasting area where visitors might stumble upon a bourbon seminar led by legendary Wild Turkey Master Distiller and Bourbon Hall of Famer Jimmy Russell.

“One of the best parts of my job is sharing my love for bourbon with visitors to the great Commonwealth of Kentucky,” said Russell. “While I wasn’t all that fond of going to school in my youth, I look forward to opening the doors to what will essentially serve as the ‘University of Bourbon’ when we christen our new visitor center in the spring of next year... with a bottle of Wild Turkey, of course.”

“In 2011, tourism contributed more than \$11.7 billion to Kentucky’s economy,” said Commonwealth of Kentucky Governor Steve Beshear. “I applaud Campari America and Gruppo Campari for making tourism a key aspect of their nearly \$100 million in capital investments since they purchased the Wild Turkey brand three years ago.”

Since Campari America purchased Wild Turkey, the company has made a major financial commitment to the distillery’s operations, its employees, and to the local and state economy. Last year, the Company unveiled a \$50 million expansion of the distillery, more than doubling the facility’s production capabilities, and also announced a new \$44 million packaging facility slated to open in the fall of 2013.

The design of the new Wild Turkey visitor center will be handled by De Leon & Primmer Architecture Workshop, a local Louisville collaborative design studio focusing on projects with a cultural, civic or not-for-profit basis. The construction company working on the project is Lichtefeld Incorporated from Louisville.

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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