



SKYY® VODKA SETS SAIL AS OFFICIAL SPONSOR AND EXCLUSIVE VODKA SUPPLIER OF EMIRATES TEAM NEW ZEALAND'S CHALLENGE FOR THE 34th AMERICA'S CUP

NAPLES, ITALY (April 11, 2012) – [Davide Campari-Milano](#) S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), and its affiliates, Gruppo Campari, announced today that its flagship vodka brand, [SKYY® Vodka](#), will serve as an official sponsor and the exclusive vodka supplier of [Emirates Team New Zealand's](#) challenge for the 34th America's Cup. SKYY Vodka, the super-premium vodka in the iconic cobalt blue bottle, will be served at Emirates Team New Zealand events, as well as hosting hospitality opportunities at race locations around the world and chances to ride on the Emirates Team New Zealand catamarans during the adrenaline-fueled races in Italy, the US, and other international locations to be announced.

The America's Cup, the ultimate team sport, combines cutting edge technology with true glitz and glamour and is considered "The Greatest Show on Water." SKYY Vodka will be participating in all the action in conjunction with Emirates Team New Zealand, not only with SKYY logos on the boats, but through exciting activities off the water for both consumers and spirits industry representatives to enjoy.

"The America's Cup is one of the most exciting and most followed sporting events in the world and we couldn't be more pleased to be involved in it with SKYY Vodka," said Andrea Conzonato, Chief Marketing Officer, Gruppo Campari. "Partnering with Emirates Team New Zealand as they challenge for the trophy will give SKYY Vodka an amazing opportunity to reach a massive global audience in an exciting, yet glamorous way."

Twice winner of the America's Cup, Emirates Team New Zealand are considered among the top challengers for the cup. The competition combines exciting new boats, a new racing format, and television and web coverage that will take the viewer into the racing as never before.

The 34th America's Cup consists of three stages of which SKYY Vodka will be participating in conjunction with Emirates Team New Zealand: the America's Cup World Series, the Louis Vuitton Cup, the America's Cup Challenger Series, and the America's Cup Finals. The series kicks off in Naples, Italy, on April 7, 2012 and concludes with the America's Cup Finals in San Francisco, CA, in September 2013, the first time the finals have been held in the US in 18 years.

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About Emirates Team New Zealand

A professional sailing team based in Auckland, New Zealand, Emirates Team New Zealand's beginnings were as the New Zealand Challenge for the 1987 America's Cup held at Fremantle, Australia. As Team New Zealand, it has won the America's Cup twice – against Stars and Stripes at San Diego in 1995 and successfully defending it against Luna Rossa in 2000 before losing to Alinghi in 2003. A revitalised Emirates Team New Zealand took Alinghi down to the wire at Valencia, Spain, in 2007, losing by only one second in the last race of the match. Since 2007 the team has continued its run of successes – winning the Audi MedCup Season championship in 2009 and 2010 and winning four of five Louis Vuitton Trophy regattas. In 2011 the team focus switched to multihulls finishing the year leading the field after three America's Cup World Series regattas. The team is challenging for the 34th America's Cup to be contested at San Francisco in 2013 and is also competing with CAMPER in the 2011-12 Volvo Ocean Race which finishes at Galway, Ireland, in a few months.

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>

Media images are available at
http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp