



PRESS RELEASE

CAMPARI ENTRUSTS RICCADONNA SPARKLING WINES TO RECENT ACQUISITION BARBERO 1891

Barbero 1891 to manage worldwide production plus marketing and distribution on the Italian market

Milan, 15 January 2004 - Following its acquisition of Barbero 1891 S.p.A. in December 2003, **the Campari Group** announces that from 2004 it will **assign worldwide production, together with marketing and distribution on the Italian market, to Riccadonna** – the other Piedmont-based and highly prestigious brand acquired recently.

Barbero 1891, located in Canale D'Alba (Asti) and owner of a broad portfolio of wines and spirits, will contribute the extensive sector know how that it has demonstrated with the Aperol, Aperol Soda, Mondoro, Barbieri and Serafino brands.

The aim is to expand market share and sales by enhancing the value of the product content and the Riccadonna brand image, thanks to Barbero's experience and the relaunch of products to respond to current market requirements.

In addition, the established **Riccadonna range** has been **updated and supplemented**, and now comprises: President Reserve, Asti DOCG, Brachetto d'Acqui DOCG, Pinot-Chardonnay, Gran Dessert and Rosso Dessert.

The bottle **packaging** has also been revamped – except in the case of President and Asti, which keep their traditional bottles. All of the other sparkling wines are now presented in **modern, stylish** packaging, which should have particular appeal for consumers who use traditional wine shops.

The Campari Group also produces and distributes sparkling wines under the Cinzano name, one of the world's best-known brands.

The **Campari Group** is the sixth player in the global spirits sector, trading in over 190 markets around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US, Germany and Switzerland. Following an intensive acquisition campaign undertaken over the last few years, the Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. The Group's portfolio includes a combination of strong international brands, such as Campari, SKYY Vodka, Cynar and Cinzano and leading local brands, such as CampariSoda, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Barbieri, Lemonsoda, Oransoda and Pelmosoda in Italy, SKYY Blue in the US, Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury's and Liebfraumilch in Brazil, Gregson's in Uruguay, Riccadonna in Australia and New Zealand and Mondoro in Russia. The Group has 1,550 employees, and shares of the parent company Davide Campari-Milano S.p.A have been listed on the Milan stock exchange since July 2001.

FOR FURTHER INFORMATION:

Public Relations

Chiara Bressani

Tel: +39 02 6225 206

chiara.bressani@campari.com

Investor Relations

Chiara Garavini

Tel: +39 02 6225 330

investor.relations@campari.com

Website: www.campari.com

Moccagatta Pogliani & Associati

Tel.: +39 02 8693806

Email: segreteria@moccagatta.it