



## PRESS RELEASE

### CAMPARI SECURES ITALIAN DISTRIBUTION RIGHTS FOR BROWN-FORMAN'S SPIRIT PORTFOLIO INCLUDING JACK DANIEL'S

Milan, 4 April 2005 - Campari has been awarded the Italian distribution rights for the spirit portfolio of the US-based company Brown-Forman, one of the largest industry players worldwide.

The agreement, effective from 1 May 2005, includes all spirits brands owned by Brown-Forman currently available on the Italian market: **Jack Daniel's Tennessee Whiskey**, the best selling American whiskey in the world and **one of the most dynamic premium brands in Italy**, **Southern Comfort**, a unique and highly versatile liqueur, **Woodford Reserve**, a super premium bourbon, **Tuaca**, an Italian brandy based liqueur and **Finlandia Vodka**.

The Italian distribution rights were granted to the Campari Group following a re-assessment of the distribution agreements implemented by Brown Forman in a number of European countries.

This partnership offers the Group a synergetic and complementary portfolio allowing Campari to further consolidate its presence in the Italian premium spirits market. Moreover, the agreement is a major opportunity to strengthen the Group's clout in the on-premise channel, with particular reference to the trendiest bars and restaurants, which constitute a key business segment.

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. 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, Enrico Serafino, Lemonsoda, Oransoda, Pelmosoda and TonicSoda in Italy, 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 over 1,500 employees, and shares of the parent company Davide Campari-Milano S.p.A are listed on the Milan stock exchange.

#### **FOR FURTHER INFORMATION:**

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