



Closing date of the Tender Offer of Davide Campari-Milano S.p.A for 100% of Lascelles deMercado Co. Limited extended to 10 December 2012

Milan, 30 November 2012 - As contemplated by its announcement on 9 November 2012, Davide Campari-Milano S.p.A. announced today **an extension of the closing date of the Offer to acquire all the ordinary shares and the preferred shares of Lascelles deMercado & Co. Limited ('Lascelles') from Friday, 30 November 2012**, as stated in the Offer Circular, dated 8 November 2012, and currently open for acceptance, **to Monday, 10 December 2012 at 4:30 p.m. (Jamaica time)**.

As announced on 9 November 2012, the Offer is made via Campari España S.L. (the 'Purchaser'), a wholly-owned subsidiary of Davide Campari-Milano S.p.A., and is accomplished pursuant to the Jamaica Takeovers and Mergers Rules and Regulations and other applicable requirements.

The Purchaser has entered into a **stock purchase agreement dated 3 September, 2012 with members of the CL Financial Limited group of companies, holding approximately 81.4% of the issued ordinary shares and 97% of the issued preferred shares** in the capital of Lascelles. Subsequently, the Purchaser has entered into **undertakings with holders of an aggregate of approximately 9.3% of the remaining issued ordinary shares in Lascelles, pursuant to which such holders have agreed to accept the Offer**.

Upon acquiring 90% of each class of outstanding Lascelles shares, Campari will exercise its right pursuant to a statutory process under Jamaica law to acquire all the remaining shares, including from those shareholders who have not accepted the Offer.

It should be noted that as of today the current percentage of acceptance of the Offer is **96.32% of the issued ordinary shares and 97.27% of the issued preferred shares** in the capital of Lascelles.

The **Purchaser intends to delist Lascelles shares from the Jamaican Stock Exchange**, either shortly after closing the Offer or at completion of the above compulsory acquisition process.

This press release is for informational purposes only and does not constitute a recommendation or offer to purchase, or a solicitation of an offer to sell shares of Lascelles. The terms and conditions of Campari's offer are contained in the Offer Circular dated 8 November 2012 delivered by the Purchaser to the Lascelles Board, and the information in this press release regarding the Offer is qualified by reference to the Offer Circular. Copies of the Offer Circular are being mailed to holders of Lascelles shares. Copies of the Offer Circular also can be obtained from NCB Capital Markets Limited, at The Atrium, 32 Trafalgar Road, Kingston, Jamaica, which is acting as lead broker in the Offer.

FOR FURTHER INFORMATION

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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 leading positions across key markets. The Group has an extensive portfolio that spans three principal business segments: spirits, wines and soft drinks. In the spirits segment, its internationally-renowned brands include Campari, Carolans, SKYY Vodka, Wild Turkey, Aperol, Cabo Wabo, Cynar, Frangelico, GlenGrant, Ouzo 12, X-Rated Fusion Liqueur. It also has leading local brands, including Campari Soda, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment includes the global brand Cinzano, as well as important international brands including 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, which have a prominent position in the Italian market. The Group employs over 2,300 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