



PRESS RELEASE

CAMPARI JOINS STANDARD & POOR'S/MIB BENCHMARK INDEX

Milan, 9 March, 2009 – Campari (Reuters CPRI.MI - Bloomberg CPR IM) will join the Standard & Poor's/MIB Index after the close of trading of Friday, 20 March 2009 and will begin trading as an index component on 23 March, 2009. The number of shares outstanding and the Investable Weight Factors will be announced Tuesday, 17 March 2009.

The S&P/MIB Index measures the performance of 40 Italian equities selected from stocks trading on the Borsa Italiana main equity market. The change follows Standard & Poor's reviews of the constituents of the S&P/MIB Index based on sector representation, free float market capitalisation and trading levels.

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 US 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 and SKYY Vodka, stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, Zedda Piras, X-Rated 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 2,000 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

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