



PRESS RELEASE

DAVIDE CAMPARI - MILANO: LISTING APPLICATION APPROVED

The Campari Group is one of the leading players in the global beverage market

Milan, 13 June 2001 – Borsa Italiana S.p.A. has approved the listing of the ordinary shares of leading Italian beverage group Davide Campari-Milano S.p.A.⁽¹⁾ with provision No. 1734 of 13th June 2001. The group is the world's ninth largest player⁽²⁾ in the spirits sector and also produces and distributes a number of leading brands in the wine and soft drinks segments.

Once authorisation has been obtained from the relevant authorities, an IPO will be launched, consisting of a public offering to retail investors, plus a private placement aimed at professional and institutional investors in Italy and abroad - including Rule144A placement into the US.

Deutsche Bank and UBS Warburg will be joint global co-ordinators for the offer and will also act as joint lead managers and bookrunners for the private placement; IntesaBCI will be sponsor and lead manager for the retail offering.

"We intend to pursue a clearly defined strategic objective," said Marco Perelli-Cippo, Chief Executive Officer of Davide Campari-Milano S.p.A.. "To achieve growth by focused management of our brand portfolio through strategic acquisitions and innovation, coupled with a sound distribution network and substantial investments in the marketing of our brands."

(1) Source: Nielsen DG 01

(2) Source: Impact Databank, February 2001 "Top Premium Distilled Spirit Brand World-wide by Company"

FOR FURTHER INFORMATION:

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