



## PRESS RELEASE

### **Campari has been awarded the “1800” *tequila* US distribution rights by the leading tequila producer in Mexico**

Milan, August 8, 2002 – Campari, through its US subsidiary Skyy Spirits, LLC, has been awarded the US distribution rights for “Reserva 1800” and “Gran Centenario” *tequilas*, brands owned by the leading producer of tequila in the world.

With annual sales of approximately 300,000 nine-liter cases and a turnover of approximately US\$ 40 million, “Reserva 1800” *tequila* is a leading brand in the super-premium *tequila* market in the US. With an average annual compound growth rate (CAGR) of 7.1% between 1995 and 2000 (source: Impact, October 2001), *tequila* is one of the fastest growing categories in the US spirits market. *Tequila* accounts for approximately 5% of all distilled spirits sales in the US, which absorb approximately 82% of *tequila*’s total exports (source: Impact, October 2001).

Campari, through its subsidiary Skyy Spirits, LLC, will have exclusive rights for the US marketing and distribution of the “Reserva 1800” brands (“Reserva 1800 Reposado” and “Reserva Antigua 1800 Añejo”) and “Gran Centenario” brands (“Plata”, “Reposado” and “Añejo”) over a period of five years up to 2007.

Given its outstanding track record and proven expertise in handling super premium spirit brands, Skyy Spirits, LLC, is the ideal platform capable of further consolidating tequila “Reserva 1800” in the US market.

This agreement marks another milestone in Campari’s announced growth strategy and represents a significant business opportunity for the Group in terms of strengthening its sales and marketing structure in the US, a key strategic market.

*The Campari Group is one of the world’s leading alcoholic beverage players with a leading position in the Italian and Brazilian markets and a strong presence in the USA, 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, Crodino, Sella & Mosca, Zedda Piras, Biancosarti, Lemonsoda, Oransoda and Pelmosoda in Italy, Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury’s and Liebfraumilch in Brazil and Gregson’s in Uruguay. The Group has over 1,300 employees, and shares of the parent company Davide Campari-Milano S.p.A have been listed on the Milan stock exchange since July 2001.*

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