



FOR IMMEDIATE RELEASE

**SKYY SPIRITS UNCOVERS GINGER
AS LATEST ADDITION TO ALL NATURAL SKYY INFUSIONS® LINE**

First Nationally Available All Natural Ginger Infused Vodka to Hit Store Shelves this Spring

SAN FRANCISCO, CA (February 1, 2010) – A versatile ingredient featured in everything from cocktails, to candy, to baked goods, Ginger is the age-old flavor that has become the recent darling of the mixology and culinary world. Capitalizing on this trend, SKYY Vodka® is proud to announce the latest addition to its All Natural SKYY Infusions® line – fresh, sweet Ginger. Launching this month, All Natural SKYY Infusions Ginger is the first nationally available Ginger infused vodka, joining the All Natural SKYY Infusions portfolio of Citrus, Cherry, Passion Fruit, Raspberry, Grape and Pineapple.

SKYY Infusions Ginger is crafted using a signature infusion process, where premium vodka is carefully infused with real ginger for an irresistibly fresh, sweet taste. One sip reveals the delicious flavors of spiced and juiced ginger, roasted oranges and mild notes of cinnamon. The flavor profile is reminiscent of handmade ginger ale, yet with a more intricate aroma and taste commonly associated with an infusion made at home. Ginger beverages from ginger ale to ginger beer are posting impressive growth in popularity, evidence that consumers' passions for this intriguing flavor are steadily on the rise.

“Mixologists and chefs alike have embraced Ginger as the hot new ingredient, many making their own Ginger syrups and extracts to add an exotic, yet sophisticated taste to new creations and old favorites,” said Andrea Conzonato, Chief Marketing Officer, Skyy Spirits. “Recognizing this trend, we developed All Natural SKYY Infusions Ginger, which gives any bartender or consumer the opportunity to easily add Ginger’s delectable, sweet taste to any cocktail. All Natural SKYY Infusions Ginger is a groundbreaking addition to our line of All Natural SKYY Infusions products.”

Mixologists and bartenders at restaurants and bars around the country have already embraced SKYY Infusions Ginger, integrating the infused spirit into both classic and contemporary cocktails. SKYY Infusions Ginger is a highly versatile flavor that can be mixed with fresh juices for a stylish, yet enticingly exotic cocktail; or, for the at-home bartender, try simple ingredients like 7UP®, cola or soda water for something easy and delicious. And, for the ultimate sweet ginger experience, pair SKYY Infusions Ginger with classic ginger ale. All Natural SKYY Infusions Ginger will be available nationwide starting in February, available in 50ml (\$1.99 MSRP), 750ml (\$18.49 MSRP) and 1L (\$26.49 MSRP) sized bottles. (Retail prices are suggested and may vary.) The launch will be supported by a fully integrated marketing campaign featuring advertising, social media activities and on-/off-premise promotions.

All Natural SKYY Infusions was originally launched in five flavors – Citrus, Cherry, Grape, Raspberry and Passion Fruit, in April 2008 by Skyy Spirits, a wholly owned subsidiary of Gruppo Campari and the definitive marketer and distributor of super-premium and luxury spirits brands

in North America. A year later, SKYY introduced SKYY Infusions Pineapple, which quickly became a nationwide centerpiece of classic and contemporary Tiki cocktailing. The introduction of its seventh Infusion, SKYY Infusions Ginger, continues to uphold Skyy Spirits' high standard of ultra premium, naturally infused vodkas based on the principles of quality, innovation and style.

The entire SKYY Infusions collection can be enjoyed on the rocks, or with club soda, 7UP® or in a myriad of other delicious, sophisticated cocktails. Learn more at www.skyyinfusions.com.

For more information and great recipes, join SKYY Vodka on Facebook at <http://www.facebook.com/SKYYVodka> or Twitter: SKYYVodka.

###

About Skyy Spirits, LLC

Skyy Spirits, LLC is the US-based wholly owned subsidiary of Gruppo Campari (Reuters CPRI.MI - Bloomberg CPR IM) and the definitive marketer and distributor of super-premium and luxury spirits brands in North America. Launched in 1992 with the introduction of its flagship brand, SKYY® Vodka, Skyy Spirits has grown exponentially, building a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Skyy Spirits manages Gruppo Campari's portfolio in the US of such leading brands as SKYY® Vodka, SKYY90®, SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Cabo Wabo® Tequila, Ouzo 12®, X-Rated® Fusion Liqueur® and Jean-Marc XO Vodka®. Skyy Spirits is also the exclusive US distributor of Cutty Sark® Scotch Whisky, The Glenrothes® Single Malt Scotch Whisky, Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, Flor de Caña® Rum, Carolans Irish Cream®, Tullamore Dew Irish Whiskey®, Irish Mist® Liqueur, Midori® Melon Liqueur, ZEN Green Tea Liqueur™, Hibiki® Whisky and The Yamazaki® Single Malt Whisky.

Skyy Spirits was founded and is headquartered in San Francisco, California. More information on the company can be found at www.skyyspirits.com and www.camparigroup.com. Please enjoy Skyy Spirits brands responsibly and in moderation.

About Gruppo Campari

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 over 2,000 people. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange. www.camparigroup.com