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**SKYY VODKA AWARDED *IMPACT'S* 'HOT BRAND' AWARD
FOR 7TH CONSECUTIVE YEAR**

San Francisco, CA, March 1, 2002— SKYY Vodka was today named recipient of the 'Hot Brand' Award in the spirit category for the 7th consecutive year by *Impact* Magazine. President and CEO, Anthony Foglio of Skyy Spirits, will accept the award at the 59th Annual Wine and Spirits Wholesaler Association Convention in San Diego on April 4.

"It is always an honor for us to receive industry recognition for our efforts and 2001 was an exciting year for SKYY Spirits as our portfolio and brands continue to grow. We hope it's a reflection of our ability to deliver a dependably pure product with leading-edge marketing support," said Anthony Foglio, president and CEO, Skyy Spirits.

The *Impact* 'Hot Brand' Award seeks to recognize brands and companies over 200,000 (9 liter) case equivalent depletions in the spirits categories, as well as beer and wine, exemplifying a high growth pattern with one of three specific criteria:

- At least 20% growth from 2000-2001
- Double digit growth over the past three years
- Or a new brand that performed so well in 2001 they merit 'Hot Brand' status.

For the past eight years, SKYY has experienced double-digit growth and is the second largest super-premium vodka brand in the United States. In 2002, SKYY in partnership with Miller Brewing Company announced the introduction of SKYY Blue, a flavored malt alcohol beverage hitting retail shelves in March. SKYY Blue will be backed by \$42 million dollars in marketing support increasing SKYY-trademarked expenditures by over 100%.

"SKYY is very excited about receiving the award and looks forward to continued growth on all SKYY brands," added vice president marketing Teresa Zepeda. SKYY is one of only three spirits brands, which has merited seven-year consecutive 'Hot Spirit Brand' status.

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Launched in 1992 by Maurice Kanbar with the introduction of SKYY Vodka, SKYY Spirits is a global spirits company based in San Francisco, California. The Company has exclusive marketing and distribution rights in the United States for 10 brands including; SKYY Vodka, SKYY Citrus, Molinari Sambuca, Campari, Cutty Sark Scots Whisky, The Glenrothes, Glengoyne, Cinzano Extra Dry Vermouth, Cinzano Rosso Vermouth, Cinzano Bianco Vermouth, Cinzano Asti Spumante, Ouzo 12, Vermeer Chocolate Dutch Cream and Pallini Limoncello. SKYY Beverage Company is a company set up by Miller Brewing Company to manage the trademark license, production and distribution of SKYY Blue, a flavored malt beverage, jointly marketed with SKYY Spirits. SKYY Spirits, LLC is a subsidiary of the Campari Group.

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