

**PASSIONATE ABOUT MUSIC?
GET THE LOW-DOWN ON WHAT'S HOT WITH
"MTV RECOMMENDS!"**

London 8 March: 'MTV Recommends' - for anyone that is passionate about music - is set to hit Europe from mid-March 2004. Showcasing the artists that MTV truly believes in, MTV Recommends will be the definitive guide to credible music in 2004, offering sneak previews of new material by some of the world's most inspiring artists including N*E*R*D, alter egos of revolutionary production tandem The Neptunes; triple platinum selling dynamic duo Outkast and French pop-rock band Phoenix.

Sponsored by Campari, 'MTV Recommends' will treat music lovers to an exclusive look at new releases, celebrity interviews and live performances whilst giving the inside track on the crème of established and up and coming artists. The fast paced, boldly styled, sans presenter series will take the form of 2-3 minute scheduled vignettes and will be aired weekly across MTV Networks Europe's 117 million homes.

'MTV Recommends' is also set to take to some of the hottest bars in Europe via Campari's search for 'Europe's Best Bar'. Promoted by Campari & MTV on-air and online and in bars across Europe, the competition will task MTV's style-leading audience and consumers to nominate their favourite bars. MTV will then hold a party in a selection of the most popular bars whilst giving the MTV audience a chance to win VIP tickets to a glittering 'MTV Recommends' party to be hosted in the bar hailed 'Europe's Best Bar'.

A dedicated 'MTV Recommends' microsite across MTV's network of 10 European websites will also profile the wealth of artists featured on-air alongside downloadable wallpaper, screensavers and Campari cocktail recipes.

For further information on MTV Recommends please go to one of the following MTV websites:

MTV Central	www.mtv.de/recommends
MTV España	www.mtv.es/recommends
MTV European	www.mtv.tv/recommends
MTV France	www.mtv.fr/recommends
MTV Italia	www.mtv.it/recommends
MTV nl	www.mtv.nl/recommends
MTV Nordic	www.mtve.com/recommends
MTV Polska	www.mtv.pl/recommends
MTV Portugal	www.mtve.com/recommends
MTV Romania	www.mtv.ro/recommends
MTV UK & Ireland	www.mtv.co.uk/recommends

-ENDS-

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MTV Networks Europe

MTV Europe is Europe's largest 24-hour music television network, reaching more than 117 million households in 48 territories via terrestrial, cable, satellite, digital, and broadband. MTV Europe currently comprises the following channels – MTV España, MTV European (an English language channel serving 24 countries including Czech Republic, Israel and Turkey), MTV France (serving France, Belgium & French speaking Switzerland), MTV Germany (serving Germany, Austria and German speaking Switzerland), MTV2 Pop (pop channel in Germany), MTV Italia, MTV NL, MTV Nordic, MTV Polska, MTV Classic (a second bespoke music television channel targeting Polish viewers aged 25-40), MTV Portugal, MTV Romania, MTV UK & Ireland, VH1 UK and VH1 European. MTV Europe also owns TMF in Holland, which runs alongside MTV NL, as well as TMF Flanders and TMF UK. There are 5 digital channel brands available in the UK - MTV Dance, Base, Hits, MTV2, VH1 Classic, with Base, Hits, MTV2 and VH1 Classic available in Europe. There are also 20 localised online services: mtv.es servicing the MTV España market; mtve.com servicing MTV Nordic and MTV European territories in English; mtv.fr serving France; mtv.de and mtv2pop.de both in German servicing the Central market; mtv.it aimed at users in Italy; mtvnl.com servicing the Dutch market alongside tmf.nl and tmf.be; mtv.pl and mtvclassic.pl aimed at the MTV Polska and MTV Classic market in Poland; mtv.ro servicing the Romanian market; mtv.co.uk for the MTV UK & Ireland market, mtvbase.co.uk servicing MTV Base viewers across Europe; mtv2.co.uk and mtv2europe.com - two English language sites running alongside the MTV2 digital channel. Servicing VH1 are vh1.co.uk complementing VH1 UK and vh1e.com servicing the European VH1 market. In addition there are two sites servicing Nickelodeon – nickelodeon.nl servicing kids in the Dutch market and nickelodeon-es.com servicing kids in the Spanish market. All brands are specifically tailored to satisfy the tastes and nuances of each market including local presenters, programming and playlists.

The Campari Group

The Campari Group is the sixth player in the global spirits sector, trading in over 190 markets around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US, 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, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Barbieri, Lemonsoda, Oransoda and Pelmosoda in Italy, SKYY Blue in the US, Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury's and Liebfraumilch in Brazil, Gregson's in Uruguay, Riccadonna in Australia and New Zealand and Mondoro in Russia. The Group has 1,550 employees, and shares of the parent company Davide Campari-Milano S.p.A have been listed on the Milan stock exchange since July 2001.