



PRESS RELEASE

Campari launches 2005 Calendar by Giovanni Gastel

Featuring top model Elena Rosenkova

Another year of pure passion

Milan, October 2004 – Elena Rosenkova, the 22 year old Siberian top model, is the new subject for the 2005 Campari Calendar, designed by **Giovanni Gastel**, **one of the most internationally renowned Italian photographers**.

For the sixth consecutive year and after collaborating with photographers of world-wide acclaim, Campari has entrusted to Gastel the coming **twelve months dedicated to passion**, the *fil rouge* that distinguishes the number one red Italian spirit in over 190 Countries.

Once again palpable sensuality is the key feature, thanks to Gastel's unmistakable and sophisticated art and creativity, **playing with the viewer by drawing parallels between the images of the beautiful Elena Rosenkova and the bottle of Campari**, which ironically comes to life by following the movements of the model each month.

The characteristic element is the **presence of the distinctive red** of Campari within the photographs. In fact, it is from 2000 that Campari has continued to develop this sophisticated language, style, modernity and fashion, without ever falling into the banal or vulgar.

For more than 20 years Giovanni Gastel has collaborated with major fashion magazines and is one of the main players in the advertising world. He divides his time between Milan and Paris, and there have been three volumes of his work published so far: "*Gastel per donna*" (Gastel for woman), "*I gioielli della fantasia*" (The jewels of fantasy) and the Gastel Catalogue.

Elena Rosenkova (179 cm of beauty for 83-61-90) was born in Murmansk, in the north of Russia, and now sashays down catwalks all around the world. With glacial grey-blue eyes, she has lived in Paris for the last 5 years and has already been one of the subjects for **Campari's international print campaign in 2003**.

Campari, together with the artistry of Gastel and the beauty of Rosenkova, once again has **another year of pure passion** ahead.

FOR FURTHER INFORMATION:

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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. 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, Enrico Serafino, Lemonsoda, Oransoda and Pelmosoda in Italy, 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 1.500 employees, and shares of the parent company Davide Campari-Milano S.p.A are listed on the Milan stock exchange.