



## PRESS RELEASE

# THE CAMPARI GROUP HAS BEEN AWARDED NEW DISTRIBUTION RIGHTS FOR C&C's SPIRITS BRANDS IN THE US AND OTHER INTERNATIONAL MARKETS

Milan, November 29, 2005 - The Campari Group is pleased to announce that it has been awarded the **distribution rights for key spirits brands of C&C Group** (formerly Cantrell & Cochrane Group), the leading beverage and snack company listed on Dublin's stock exchange.

The agreement is effective from January 1<sup>st</sup>, 2006 and follows the recent sale of Allied Domecq to Pernod Ricard and Fortune Brands, which allowed the C&C Group to choose new distribution partners. C&C international spirits brands include **Carolans cream liqueur, Tullamore Dew Irish Whiskey, Frangelico and Irish Mist**. The involved markets are the **US** (not Frangelico), which represents **C&C's largest international spirits market, Brazil, Holland, Belgium and Luxembourg**.

In particular, the Campari Group will distribute C&C's brands in the US (excluding Frangelico) and in Brazil through its subsidiaries Skyy Spirits and Campari do Brasil, in Belgium and Luxembourg through its joint venture MCS (excluding Irish Mist), and in Holland through its joint venture International Marques (excluding Irish Mist).

Enzo Visone, Campari's CEO stated: *"The agreement with the C&C Group for the distribution of its international spirits brands allows us to add to our portfolio new high quality brands and build a new strategic partnership"*.

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### The Campari Group

The Campari Group 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, 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, 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 over 1,500 employees and shares of the parent company Davide Campari-Milano S.p.A are listed on the Italian stock exchange.

### C&C Group plc

C&C is one of the largest manufacturers, marketers and distributors of branded beverages in Ireland and Northern Ireland and savoury snacks in Ireland. The Group owns several of Ireland's most recognised beverage and savoury snacks brands, with leading market shares in various segments of the Irish beverage and savoury snacks markets, including Bulmers cider, Ballygowan bottled water, Club soft drinks and Tayto crisps. Additionally, the Group distributes in Ireland several leading international brands owned by third parties, such as 7UP and Pepsi soft drinks and a wide-ranging portfolio of wines and spirits. In addition to its Irish operations, the Group exports spirits and liqueurs to over 80 overseas markets and exports Magners cider to the United Kingdom, the United States and Continental Europe.

### FOR FURTHER INFORMATION:

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