



Milan, 13 March 2007 - Christina Aguilera has selected CAMPARI, the most appreciated aperitif in the world, for her new music video "Candyman" from her RCA album *Back To Basics* in stores now. "Candyman" is the third single from Aguilera's platinum double album. The video was co-directed by Aguilera and Matthew Rolston, the director and acclaimed photographer who has often worked with Campari, most recently shooting the advertising short "Hotel Campari" featuring Salma Hayek.

Campari was a perfect partner for the high-energy video that captures the exuberant style and bombshell sex appeal of a 1940's wartime-era USO performance with Christina Aguilera appearing as five different ultra-glamorous pin-up girls and a whole chorus of singers (one blonde, one brunette and one red head), brought to life, seducing the camera and driving all the servicemen wild.

"With her vibrant voice, passionate character and sophisticated looks, Christina Aguilera is the perfect embodiment of Campari's Red Passion", stated Bob Kunze-Concewitz, Group Marketing Director for the Italian brand.

With its strong personality, Campari distinguishes itself even in a music video with a star such as Christina Aguilera as the Red Passion, which means desire and sensuality, blends with Christina's explosive nature and vitality.

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, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment stand out internationally renowned brands, such as Campari, SKYY Vodka and Cynar together with leading local brands, such as Aperol, CampariSoda, Glen Grant, Ouzo 12 and Zedda Piras and the Brazilian brands Dreher, Old Eight, Drury's. In the wine segment together with Cinzano, known world-wide, are Liebfraumilch, Mondoro, Riccadonna, Sella & Mosca and Teruzzi & Puthod all respected wines in their category. In the soft drinks segment are Crodino, Lemonsoda and its respective line extension dominating the Italian market. The Group has over 1,500 employees. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange.

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