



Davide Campari-Milano S.p.A.: bond offering

Milan, 1 October 2009 - Davide Campari-Milano S.p.A. (the **Issuer**) (*unrated*) has appointed Banca IMI, BNP Paribas and Calyon as joint lead managers for its proposed debut Eurobond transaction.

The terms and conditions, the price and the amount of the offering will be determined on the basis of market conditions at the time of pricing and will be disclosed when determined.

The issue is expected to be launched in the near future and the offering will be restricted to institutional investors. The Issuer will make an application for the notes (if issued) to be admitted to listing on the official list of the Luxembourg Stock Exchange and traded on its regulated market.

The notes will only be offered and sold outside the United States to institutional investors that are non-U.S. persons under Regulation S and have not been and will not be registered under the U.S. Securities Act of 1933, as amended, or any other securities laws. The notes may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements. This press release shall not constitute an offer to sell or an offer of financial products, nor shall there be any sale of these notes in any state or jurisdiction in which such an offer or sale would be unlawful. No action has been or will be taken to permit a public offering of the notes in any jurisdiction, including Italy.

This press release is not an offer of securities for sale or an offer of financial products in the United States or any other jurisdiction, including Italy. The securities of the Issuer may not be offered or sold in the United States or to or for the account or benefit of U.S. persons (as such term is defined in Regulation S under the U.S. Securities Act of 1933, as amended (the Securities Act)) unless registered under the Securities Act or pursuant to an exemption from such registration. Any offer of securities will be made by means of a prospectus that will contain detailed information about, inter alia, the Issuer and its management.

Not for distribution in the United States

* * *

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 USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, X-Rated, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif Crodino and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. www.camparigroup.com

FOR FURTHER INFORMATION:

Investor enquiries:

Chiara Garavini

Tel.: +39 02 6225 330

Email: chiara.garavini@campari.com

www.camparigroup.com

Media enquiries:

Chiara Bressani

Tel.: +39 02 6225 206

Email: chiara.bressani@campari.com