



PRESS RELEASE

CAMPARI TAKES OVER CINZANO DISTRIBUTION IN ITALY

New deal signed with Gancia

Milan, March 2001 - with effect from May 1st, the sales force of the Campari Group will take over the Italian distribution of Cinzano products, the historic Italian brand acquired by Campari in autumn in 1999.

According to a previous agreement with Gancia, the producer and distributor of Cinzano products in Italy since January 2000, the sparkling wine maker will continue to be involved on the manufacturing side, while sales and distribution will be carried out directly by Campari.

"The decision to transfer the distribution of Cinzano products to Campari S.p.A., the division that manages distribution for our principal brands, is intended to be a clear sign of our commitment to relaunching the Cinzano brand," commented Marco P. Perelli-Cippo, CEO of the Campari group. "It has the complete agreement of F.lli Gancia & C. S.p.A. who are working closely with us, bringing their valuable experience of the sparkling wine sector."

"We are certain that the new organisational structure, planned together with the Campari group, will lead to development of all Cinzano products in line with projections," observed Lamberto Vallarino Gancia, Gancia's vice president and managing director. "Many years of mutual respect, strengthened by our recent partnership, have created great enthusiasm on both sides to continue working together and face the challenges of the future."

FOR FURTHER INFORMATION:

Investor enquiries:

Chiara Garavini

Tel.: +39 02 6225 330

Email: investor.relations@campari.com

Media enquiries:

Chiara Bressani

Tel.: +39 02 6225 206

Email: chiara.bressani@campari.com

Website: www.campari.com