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SKYY SPIRITS AND MILLER BREWING COMPANY TO LAUNCH LOW-CARB FLAVORED MALT BEVERAGE

New SKYY Sport offers half the carbs of other top-selling FMBs with a splash of cranberry

January 15, 2004 – This March, Miller Brewing Company and SKYY Spirits are teaming up again to expand the popular SKYY Blue flavored malt beverage brand by introducing SKYY Sport – an ultra-premium, low-carb, citrus -flavored malt beverage with a splash of cranberry. SKYY Sport contains 160 calories and 15 grams of carbohydrates per serving, which is half the carbs of most other top-selling flavored malt beverages.

SKYY Sport quenches consumers' desire for new and exciting flavored malt beverages while satisfying increasing demand for low-carb products. SKYY Sport builds on SKYY Blue's ultra-premium, sophisticated image, but is positioned for a more casual and active lifestyle. It has a citrus flavor with a hint of cranberry and appeals to carb-conscious flavored malt beverage drinkers. The new offering presents an opportunity to attract legal-drinking-age consumers both to the SKYY Blue franchise and to the Miller Brewing portfolio.

"We are excited to offer consumers a new opportunity to enjoy the sophisticated refreshment they have come to expect of SKYY Blue but with half the carbs of other top-selling flavored malt beverages," said Laura Emory, SKYY Blue brand manager. "SKYY Sport illustrates our commitment to innovation to developing products that meet the changing tastes of consumers."

SKYY Sport will be supported through a comprehensive marketing program that includes print advertising, promotions and sampling events. The advertising will continue the stylish, sophisticated imagery utilized with SKYY Blue, and is being developed by Carlsbad, Calif.-based Lambesis.

"SKYY Sport is a great opportunity to build on the success of the SKYY Blue franchise and the equity of the SKYY trademark," said Kim Winter, SKYY brand director. "We are excited to expand the brand by launching a product that meets such a popular consumer demand."

This latest FMB offering will be available nationally and packaged similar to SKYY Blue in its signature cobalt blue bottle. It will be available in 6-packs of 12-ounce bottles, priced comparable to SKYY Blue and other leading flavored malt beverages. SKYY Sport contains five percent alcohol by volume, about the same as most beers and flavored malt beverages.

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About Miller Brewing Company

Milwaukee-based Miller Brewing Company is a wholly owned American subsidiary of SABMiller plc, the world's second-largest brewer. Miller's principal beer brands are Miller Lite and Miller Genuine Draft. The company imports Pilsner Urquell and Foster's and has craft brews Henry Weinhard's and Leinenkugel's. Its portfolio of brands includes High Life, Milwaukee's Best, and Sharp's, a non-alcohol brew. Miller produces Icehouse from the Plank Road Brewery - a small division of Miller, Olde English 800 and Mickey's Malt Liquor, and SKYY Blue flavored malt beverage. More information is available at www.MillerBrewing.com

About SKYY Spirits

San Francisco-based Skyy Spirits, LLC is one of the fastest growing spirits companies in the world. SKYY Vodka, a leading vodka brand with proven exceptional quality, has exclusive US distribution rights for other brands including: Campari, Reserva 1800 & Gran Centenario tequilas, Cutty Sark and Ron Matusalem Rums. Skyy Spirits is a subsidiary of Milan-based Gruppo Campari. www.SKYY.com

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