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For further information:
Sue Hearn
SKYY Spirits
(415) 315-8026
sueh@skyy.com

SKYY VODKA WINS FIRST 'BLUE CHIP' AWARD
Industry recognizes twelve years of consecutive double digit growth

San Francisco, CA, November 1, 2004 - SKYY Vodka, the flagship product of Skyy Spirits, LLC, announced today winning its first "Blue Chip" award from the leading spirits industry publication, *Impact*. The accolade reinforces SKYY's leading domestic super premium vodka status in the United States.

From 1995 through 2003, 12 million cases or 60% of all the spirit business came from the 12 brands that are on the Blue Chip winners list according to *Impact*. "These are the brands that built and continue to build our industry, these are the brands that have staying power, the foundation and backbone of the drinks business, Imported and Domestic profitable well known brands," Frank Walter's executive vice president of research of *Impact* states. The Blue Chip Brand Award recognizes brands and companies over 500,000 (9 liter) case equivalent depletions with the following criteria:

- At least ten years of consecutive years of volume growth
- At least \$25 million in gross profit

"2004 is another exciting year of growth for Skyy Spirits. To be recognized as a Blue Chip recipient amongst such high caliber brands is an honor. It's a testament to Skyy Spirits' ability to deliver a product with proven exceptional quality and leading-edge marketing support," said Anthony Foglio, president and CEO, Skyy Spirits.

For the past twelve years, SKYY has experienced double-digit growth. The 2004 "Blue Chip" recognition follows the roll out of SKYY Melon and SKYY Orange, performing well to date rounding out the fastest growing flavors line in the industry. "SKYY is very excited about receiving the award and looks forward to another ground-breaking year," added Vice President of Marketing, Paul Fuegner.

(more)

SKYY Vodka

SKYY is one of the fastest growing spirits globally and the leading domestic super premium vodka in the United States. SKYY's state-of-the-art process of quadruple distillation and triple filtration yields the highest quality and ultimately smooth vodka. In addition to 80 Proof SKYY Vodka, the SKYY Flavors include, all natural SKYY Orange, SKYY Melon, SKYY Spiced, SKYY Berry, SKYY Vanilla, and SKYY Citrus. SKYY Cosmo Mix, a non-alcoholic cosmopolitan mixer, SKYY Blue and SKYY Sport, flavored malt beverages jointly marketed with Miller Brewing Company, complete the line of available SKYY products. (www.SKYY.com)

SKYY Spirits

Sky Spirits, LLC is one of the fastest growing global spirits companies. Originator of SKYY Vodka, the leading domestic super premium vodka in the cobalt blue bottle, Sky Spirits is a subsidiary of Milan-based Gruppo Campari with exclusive US distribution rights for other leading brands including Campari, Reserva 1800 & Gran Centenario tequilas, Cutty Sark, and Ron Matusalem Rums.

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