



**Campari finalises acquisition of Wild Turkey®,  
world's top premium Kentucky bourbon whiskey  
Completes Group's largest acquisition ever**

**Milan, 29 May 2009** - Gruppo Campari has finalised the purchase of **Wild Turkey®**, cementing its position among the **leading companies in the US and international premium spirits markets**. The deal, originally announced on 8 April 2009, is the **largest acquisition in Campari's history**. Gruppo Campari paid **US\$ 581 million** cash (or € 417 million at the closing exchange rate), to Pernod Ricard for the brand. The price paid includes an adjustment of approximately US\$ 6 million (or € 4.3 million at the closing exchange rate), mainly relating to inventory. The acquisition has received approval of US and Italian antitrust authorities.

The acquired business includes the **Wild Turkey brands, American Honey®** liqueur, **distillery facilities in Kentucky, US, and aged liquid and finished product inventory**.

"We at Gruppo Campari are proud to take ownership of this iconic brand and look forward to its inclusion in our portfolio of top global brands including Campari® and SKYY® Vodka as well as our stable of regional leaders. With the addition of Wild Turkey, our US presence and international reach will be dramatically strengthened. We plan to further build the Wild Turkey brand globally and realize the full potential of this authentic, award-winning American whiskey," said **Bob Kunze-Concewitz, Chief Executive Officer**.

This concludes Gruppo Campari's **fourth major US acquisition**, after SKYY Vodka (2002), Cabo Wabo® Tequila (2007) and X-Rated® Fusion Liqueur® (2007). Including Wild Turkey, **Campari has invested a total of USD\$1.1 billion** (€0.9 billion) on these acquisitions.

**Wild Turkey** is a global brand with a **total volume above 800,000 nine-liter cases** sold in over 60 markets. The **US is the brand's largest market**, accounting for almost one-half of the brand's sales; **Australia** and **Japan** are respectively its second and third largest markets. The brand enjoys a **successful track record of continuous growth in its key geographic markets**. The American straight whiskey is a **dynamic spirits category**, with a **premium and super premium offering driving the growth** in the US as well as in the international markets.

In North America, the Wild Turkey brand will be sold through Gruppo Campari-subsidary Skyy Spirits.

The acquisition includes **American Honey**, a honey and bourbon based liqueur, offering Gruppo Campari a **successful new entry into the premium US cordial category** and a **substantial growth opportunity**.

Wild Turkey has a unique brand image built around values of **authenticity; distinctive flavour and taste; and genuine and uncompromising brand positioning**. These characteristics enable it to be **positioned in the premium segment globally**, and provide an exceptional opportunity for category growth and broad market potential.

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**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](http://www.camparigroup.com)

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