



**Very positive full year 2010 results with double digit growth
across all key performance indicators**

HIGHLIGHTS 2010 AND RECENT DEVELOPMENTS

- Sales: €1,163.0 million (+15.3%, organic growth +8.4%)
- Contribution after A&P: €463.6 million (+15.6%, organic growth +8.3%, 39.9% of sales)
- EBITDA before one-offs: €298.6 million (+12.6%, organic growth +8.2%, 25.7% of sales)
- EBIT before one-offs: €272.8 million (+13.8%, organic growth +8.8%, 23.5% of sales)
- Group's net profit: €156.2 million (+14.0%)
- Net financial debt at €677.0 million after investments in acquisitions of €149.6 million in 2010
- 2010 proposed dividend confirmed at 2009 level (€0.06 per share)
- Acquisition of a distribution platform in key strategic Russian market

Milan, March 21, 2011 - The Board of Directors of Davide Campari-Milano S.p.A. approved the consolidated full year results for the year ending 31 December 2010.

In 2010 Gruppo Campari achieved **very strong results, delivering double digit growth across all performance indicators**, thanks to **good consumption momentum across the key brands (especially the aperitifs portfolio)** and strong growth across geographies.

Bob Kunze-Concewitz, Chief Executive Officer: *'2010 has been another consecutive year of significant progress and strong performance for Campari. The Group's ability to deliver double digit growth in challenging economic conditions demonstrates the strength of our core brands and our ability to leverage our extended route-to-market in both mature and developing economies. We have continued to invest in brand building, strengthening our brand portfolio via acquisitions and our route-to-market via new distribution platforms.'*

In 2011 we expect market conditions to be consistent with the second half of 2010, with the Group's key brands continuing to experience positive consumption momentum. We will continue to drive growth through increased marketing investments and by further strengthening our route-to-market, such as the recent Russian acquisition. We are cautiously, though reasonably, optimistic about our full year and medium term prospects.'

CONSOLIDATED RESULTS 2010

	1 January - 31 December 2010 (€millions)	1 January - 31 December 2010 (€millions)	Change at actual exchange rates	Change at constant exchange rates
Net sales	1,163.0	1,008.4	+15.3%	+11.5%
Contribution after A&P ⁽¹⁾	463.6	401.2	+15.6%	+12.0%
EBITDA before one-offs	298.6	265.1	+12.6%	+9.0%
EBITDA	295.3	261.0	+13.1%	+9.4%
EBIT before one-offs	272.8	239.7	+13.8%	+10.0%
EBIT	269.5	235.6	+14.4%	+10.5%
Group net profit	156.2	137.1	+14.0%	+8.8%

⁽¹⁾ EBIT before SG&A.

In 2010 Group sales totalled **€ 1,163.0 million (+15.3%, +8.4% organic growth, +3.8% exchange rate effect and +3.1% perimeter effect**, the latter mainly due to the acquisition of Wild Turkey and Frangelico, Carolans and Irish Mist).

Gross margin increased to **€ 666.8 million**, up 16.4%, or 57.3% of sales, mainly thanks to a **favourable sales mix** driven by **spirits' double-digit growth**.

Advertising and promotion (A&P) was up by +18.4% to **€203.2 million**, or 17.5% of sales.

Contribution after A&P (gross margin after A&P) was up by 15.6% to **€ 463.6 million (+8.3% organic growth)**, or 39.9% of sales.

EBITDA before one-offs was up by 12.6% to **€298.6 million (+8.2% organic growth)**, or 25.7% of sales.

EBITDA reached **€295.3 million**, an increase of 13.1%.

EBIT before one-offs rose by 13.8% to **€272.8 million (+8.8% organic growth)**, or 23.5% of sales.

EBIT reached **€269.5 million**, an increase of 14.4%.

Profit before tax and minority interests reached € 232.9 million (+17.5%; +13.0% at constant exchange rates).

As of 31 December 2010, **net financial debt** stood at **€ 677.0 million** (€ 630.8 million as of 31 December 2009). In 2010 the Group finalized investments in acquisitions for an overall amount of € 149.6 million, including the acquisition of Frangelico, Carolans and Irish Mist brands from William Grant&Sons, completed as already announced, on October 1, 2010 for a total consideration of € 128.5 million.

CONSOLIDATED SALES OF 2010

Sales of **spirits** (75.4% of total sales, up from 73.3% in 2009) grew +18.5%, the combined result of **organic growth of +9.8%**, a **positive perimeter effect of +4.0%** and a **positive exchange rate effect of +4.7%**.

Campari brand sales **increased by +8.4%** at constant exchange rates (**+12.3%** at actual exchange rates), thanks to its positive performances in key markets, in particular Italy, Germany and Brazil. **SKYY** sales **grew by +2.8%** at constant exchange rates (**+8.2%** at actual exchange rates), driven by a slight increase in the US, where the category was affected by strong price competition, and solid growth in key international markets. **Aperol confirmed its very strong momentum (+35.7%** at constant exchange rates) in Italy and in international markets (particularly Germany and Austria). The **Brazilian brands** posted a sales **growth of +22.0%** at constant exchange (**+44.7%** at actual exchange), thanks to the successful execution of the new commercial policy and a favourable comparison base versus 2009. In 2010 a positive performance was recorded by **Cabo Wabo (+29.4%** at constant exchange), **GlenGrant (+8.8%** at constant exchange rates), **Cynar (+1.2%** at constant exchange rates) and **Ouzo 12 (+0.8%** at constant exchange rates). **Campari Soda** registered a decrease of **-2.0%** in 2010.

Wines, which accounted for 15.0% of total sales, **increased +13.0%**, due to the combination of a good **organic performance of +9.9%**, a **perimeter effect of +1.0%** and an **exchange rate effect of +2.1%**. The **Cinzano** brand registered **strong results: Cinzano sparkling wines** sales increased by **+10.5%** (**+9.9%** at constant exchange rates), thanks to a positive **performance in its key markets, Italy and Germany**, and a **strong recovery in Russia**; the **growth of +16.7%** in **Cinzano vermouths** (**+14.2%** at constant exchange rates) was also driven by a **recovery in the key Russian market**, in addition to the **good performance in the Italian, German and Argentine markets**. **Sella&Mosca** sales increased by **+6.0%**, mainly driven by export sales, while **Riccadonna** suffered a temporary slow-down solely due to its transition to the newly established distribution platform in the key Australian market.

Soft drinks (8.5% of total sales) recorded a **negative variation of -1.8%**. The positive results achieved in the fourth quarter (+3.3%) partly offset the decline registered in the first nine months. In particular, **Crodino** sales were slightly down (**-0.9%** in 2010) suffering from weakness in the day bars channel.

Looking at sales **by region** in 2010, sales in the **Italian market** (34.2% of total Group sales, down from 38.5% in 2009) recorded an **increase of +2.4%**, thanks to **organic growth (+3.3%)**, partly offset by a **negative perimeter effect of -0.9%**.

Sales in the **rest of Europe** (23.8% of consolidated sales) **increased by a very strong +19.5%**, thanks to **positive trading both in Western and Eastern European markets**. These results were driven by **positive organic growth of +16.9%**, a positive perimeter effect of **+1.7%** and a positive exchange rate effect of **+0.9%**. Notably **strong results were driven by Germany (+23.6%)**, thanks to the **positive momentum across the entire portfolio** and an **extraordinary performance of Aperol** and of **Russia (+53.5%)** thanks to a **rebound of consumption**.

The **Americas** (34.8% of total sales) posted **overall growth of +24.6%**, driven by an **organic increase of +9.6%**, a **positive exchange rate effect (+8.7%)** and a **positive perimeter effect (+6.3%)**, the latter due to the Wild Turkey acquisition and the newly acquired Frangelico, Carolans and Irish Mist. In the Americas, the **US market** registered an **organic increase of +2.1%**, a **positive perimeter effect of +6.9%** and a **positive exchange rate effect of +4.8%**. In **Brazil, organic sales grew by 23.4%**, thanks to a return to normal trading. Performance in Brazil was also positively affected by a **perimeter effect of +2.6%** and a **significant exchange rate effect (+23.0%)**.

Sales in the **rest of the world** (including duty free), which accounted for 7.2% of total sales, grew by **+31.7%** overall, due to a positive **perimeter effect of +15.7%**, a positive **exchange rate effect of +12.4%** and a **positive organic change of 3.6%**, driven by a strong sales recovery in the fourth quarter (+87.5%), following the transition to the newly established distribution platform in the key Australian market.

CONCLUSION AND OUTLOOK 2011

In 2010 Gruppo Campari achieved **very strong results**, delivering **double digit growth across all performance indicators**, thanks to **good consumption momentum across the key brands (especially the aperitifs portfolio)** and the **benefits of our route-to-market's further strengthening**.

Looking forward to 2011, **favourable business conditions characterising the second half of 2010 are expected to continue in 2011**. In terms of risks the Group expects **continuing competitive pressure in US vodka market, risk of rising input costs**, especially in the second half of 2011, **currency fluctuations**, particularly in the US Dollar, and the **impact of natural catastrophes** on trading in Asia Pacific. In terms of opportunities the Group expects **positive consumption momentum across key Group's brands to continue**, and in particular a persisting **strong expansion of Aperol in both domestic and international markets**. Moreover, **marketing innovation** is expected to hit markets in the second and third quarters of 2011. Growth is expected to be driven by continued **positive impetus from stronger A&P** and **enhanced route-to-market** (in particular **Australia**). Overall the Group is **cautiously, though reasonably, optimistic about the full year prospects**.

OTHER RESOLUTIONS

Dividend. The Board of Directors has voted to propose to the Shareholders' meeting a **full year dividend per share of €0.06 (unchanged versus last year's dividend)**. The dividend will be paid on 26 May 2011 (after the execution of the bonus capital increase) with the prior detachment of coupon no. 8 on 23 May 2011.

Own shares. The Board of Directors has approved a resolution to be presented to the Shareholders' meeting authorising the purchase and/or sale of own shares, mainly to be used to service the stock option plans. The authorisation concerns the purchase and/or sale of shares, which, including existing own shares, shall not exceed a maximum of 10% of the share capital. The authorisation will remain valid until 30 June 2012. The unit price for the purchase and/or sale of own shares will not differ by more than 25% (whether upwards or downwards) from the weighted average price in the three stock market trading sessions prior to each transaction.

Stock options. The Board of Directors has approved a resolution to be presented to the Shareholders' meeting approving a stock option plan pursuant to Art. 114-bis of the Consolidated

Law on Financial Intermediation and in accordance with the stock option master plan approved by the Board of Directors of 18 March 2009 and by the Shareholders' meeting of 30 April 2009 that does not concern the company's directors. The company will in due course and pursuant to applicable law (article 84-bis, Consob Regulation no. 11971/99) disclose an information document regarding the new stock option plan.

EVENTS TAKING PLACE AFTER THE END OF 2010

It should be noted that on March 1, 2011 the **acquisition of a 80% stake in Vasco CIS (a spirits and wines importation and distribution company based in Moscow) was completed for € 6.4 million**. A **put/call option on the residual 20% stake** is to be exercised in 2012 for an estimated value of **€ 1.8 million**. Vasco is a **well established player in the Russian Federation** and will form the **foundation of the Group's commercial platform in that highly strategic market**. The transition of the Group's Brands from the current distributors to Vasco CIS will start in July 2011 and will be completed by January 2012.

The Executive responsible for preparing Davide Campari-Milano S.p.A.'s financial reports, Paolo Marchesini, certifies - pursuant to article 154 bis, paragraph 2 of the Legislative Decree 58/1998 - that the accounting disclosures in this statement correspond to the accounting documents, ledgers and entries.

The consolidated results and the draft financial statements of Davide Campari-Milano S.p.A. as of 31 December 2010 are currently under audit, to date not yet completed.

ANALYST CONFERENCE CALL

At **1:00 pm (CET) today, Monday, March 21, 2011**, Campari's management will hold a conference call to present the Group's 2010 results to analysts and investors. To participate, please dial one of the following numbers:

- **from Italy: 02 8058 811**
- **from abroad: +44 1212 818003**

The **presentation slides** can be downloaded before the conference call from the main investor relations page on Gruppo Campari's website, at

<http://www.camparigroup.com/en/investors/home.jsp>

A **recording of the conference call** will be available from Tuesday, March 22 until Monday, March 28, 2011.

To listen to it, please call the following number:

- **from Italy: 02 72495**
- **from abroad: +44 1212 818005**
(access code: **765#**).

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MEDIA CONFERENCE CALL

At **2:30 pm (CET) today, Monday, March 21, 2011**, Bob Kunze-Concewitz, Gruppo Campari's CEO, will hold a conference call in English to present the Group's 2010 results to the media. To participate, please dial one of the following numbers:

- **from Italy: 02 8058 811**
- **from abroad: +44 1212 818003**

FOR FURTHER INFORMATION

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ABOUT GRUPPO CAMPARI

Davide Campari-Milano S.p.A., together with its affiliates ('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, Carolans, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, Camparisoda, Cynar, Frangelico, Glen Grant, Ouzo 12, X-Rated Fusion Liqueur, 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 2,200 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

- Appendix to follow -

GRUPPO CAMPARI

Consolidated net revenues by geographic area

	1 January - 31 December 2010		1 January - 31 December 2009		% change
	€million	%	€million	%	
Italy	397.3	34.2%	388.1	38.5%	2.4%
Rest of Europe	276.7	23.8%	231.6	23.0%	19.5%
Americas	405.3	34.8%	325.3	32.3%	24.6%
Rest of the world and duty free	83.7	7.2%	63.5	6.3%	31.7%
Total	1,163.0	100.0%	1,008.4	100.0%	15.3%

Breakdown of % change	Total % change	Organic Growth	External growth	Exchange rate effect
Italy	2.4%	3.3%	-0.9%	0.0%
Rest of Europe	19.5%	16.9%	1.7%	0.9%
Americas	24.6%	9.6%	6.3%	8.7%
Rest of the world and duty free	31.7%	3.6%	15.7%	12.4%
Total	15.3%	8.4%	3.1%	3.8%

Consolidated net revenues by segment

	1 January - 31 December 2010		1 January - 31 December 2009		% change
	€million	%	€million	%	
Spirits	876.4	75.4%	739.6	73.3%	18.5%
Wines	175.0	15.0%	154.9	15.4%	13.0%
Soft drinks	98.5	8.5%	100.3	9.9%	-1.8%
Other revenues	13.1	1.1%	13.7	1.4%	-3.9%
Total	1,163.0	100.0%	1,008.4	100.0%	15.3%

Breakdown of % change	Total % change	Organic growth	External growth	Exchange rate effect
Spirits	18.5%	9.8%	4.0%	4.7%
Wines	13.0%	9.9%	1.0%	2.1%
Soft drinks	-1.8%	-1.9%	0.0%	0.1%
Other revenues	-3.9%	-4.8%	-1.9%	2.8%
Total	15.3%	8.4%	3.1%	3.8%

Contribution after A&P by segment

	1 January - 31 December 2010		1 January - 31 December 2009		Change %
	€million	%	€million	%	
Spirits	375.4	81.0%	330.9	82.5%	13.4%
Wines	46.9	10.1%	30.8	7.7%	52.1%
Soft drinks	39.1	8.4%	37.5	9.3%	4.4%
Other	2.2	0.5%	2.0	0.5%	12.5%
Total	463.6	100.0%	401.2	100.0%	15.6%

Breakdown of % change	Total % change	Organic growth	External growth	Exchange rate effect
Spirits	13.4%	5.2%	4.5%	3.7%
Wines	52.1%	45.3%	0.6%	6.2%
Soft drinks	4.4%	4.4%	0.0%	0.0%
Other revenues	12.5%	18.1%	-15.0%	9.4%
Total	15.6%	8.3%	3.7%	3.6%

GRUPPO CAMPARI

Consolidated income statement

	1 January - 31 December 2010		1 January - 31 December 2009		Change %
	€million	%	€million	%	
Net sales⁽¹⁾	1,163.0	100.0%	1,008.4	100.0%	15.3%
Total cost of goods sold ⁽²⁾	(496.2)	-42.7%	(435.6)	-43.2%	13.9%
Gross margin	666.8	57.3%	572.8	56.8%	16.4%
Advertising and promotion	(203.2)	-17.5%	(171.6)	-17.0%	18.4%
Contribution after A&P	463.6	39.9%	401.2	39.8%	15.6%
SG&A ⁽³⁾	(190.8)	-16.4%	(161.4)	-16.0%	18.2%
EBIT before one-off's	272.8	23.5%	239.7	23.8%	13.8%
One off's	(3.3)	-0.3%	(4.1)	-0.4%	
Operating profit = EBIT	269.5	23.2%	235.6	23.4%	14.4%
Net financial income (expenses)	(37.5)	-3.2%	(28.9)	-2.9%	29.9%
One off's financial expenses	1.9	0.2%	(7.7)	-0.8%	
Income from associates	(0.6)	-0.1%	(0.8)	-0.1%	
Put option costs	(0.3)	0.0%	0.0	0.0%	
Profit before taxes and minority interests	232.9	20.0%	198.3	19.7%	17.5%
Taxes	(76.2)	-6.6%	(60.8)	-6.0%	25.4%
Net profit	156.7	13.5%	137.5	13.6%	14.0%
Minority interests	(0.5)	0.0%	(0.4)	-0.0%	
Group net profit	156.2	13.4%	137.1	13.6%	14.0%
Depreciation and amortisation	(25.8)	-2.2%	(25.4)	-2.5%	1.5%
EBITDA before one-off's	298.6	25.7%	265.1	26.3%	12.6%
EBITDA	295.3	25.4%	261.0	25.9%	13.1%

(1) Net of discounts and excise duties.

(2) Includes cost of materials, production and logistics costs.

(3) Includes selling, general and administrative costs.

GRUPPO CAMPARI

Consolidated balance sheet

	31 December 2010 €million	31 December 2009 €million
ASSETS		
Non-current assets		
Net tangible fixed assets	325.7	284.0
Biological assets	18.1	18.5
Property	0.6	0.7
Goodwill and trademarks	1,409.1	1,199.4
Intangible assets	18.8	5.5
Interests in associates	-	0.7
Pre-paid taxes	8.4	7.7
Other non-current assets	6.7	162.3
Total non-current assets	1,787.4	1,678.6
Current assets		
Inventories	294.9	271.4
Trade receivables	269.4	236.2
Financial receivables	1.6	6.7
Cash and cash equivalents	259.7	129.6
Receivables for income taxes	5.8	4.9
Other receivables	21.1	19.5
Total current assets	852.5	668.2
Non-current assets for sale	11.2	11.1
Total assets	2,651.1	2,358.0
LIABILITIES AND SHAREHOLDERS' EQUITY		
Shareholders' equity		
Share capital	58.1	29.0
Reserves	1,191.8	1,014.4
Group's shareholders' equity	1,249.9	1,043.5
Minority interests	3.0	2.5
Total shareholders' equity	1,252.9	1,046.0
Non-current liabilities		
Bonds	846.3	806.4
Other non-current financial payables	34.3	77.7
Staff severance funds	9.8	9.8
Risks funds	19.6	10.7
Deferred tax	114.0	67.4
Total non-current liabilities	1,024.0	972.1
Current liabilities		
Short term debt banks	38.4	17.3
Other financial payables	22.9	25.1
Trade payables	187.4	179.1
Payables for taxes	28.7	33.7
Other current liabilities	96.8	84.8
Total current liabilities	374.2	339.9
Total liabilities and shareholders' equity	2,651.1	2,358.0

GRUPPO CAMPARI

Consolidated cash flow statement

	31 December 2010 €million	31 December 2009 €million
EBIT	269.5	235.6
Amortisation and depreciation	25.8	25.4
Other changes in non-cash items	9.4	(1.2)
Change in non financial assets and payables	5.5	8.2
Taxes on income paid	(50.0)	(43.0)
Cash flow from operating activities before change in operating working capital	260.2	224.9
Net change in operating working capital	(29.6)	46.5
Cash flow from operating activities	230.6	271.4
Net interest paid	(38.9)	(32.3)
Cash flow from investing activities	(59.7)	(54.8)
Free cash flow	132.0	184.3
Acquisitions	(149.6)	(441.1)
Other changes	2.2	(7.0)
Dividends paid	(34.6)	(31.7)
Cash flow from other activities	(182.0)	(479.8)
Exchange rate differences and other movements	(9.7)	(18.7)
Net increase (decrease) in net financial position as a result of operating activities	(59.7)	(314.2)
Future exercise for put options and payment of earn outs	13.5	9.6
Net increase (decrease) in net financial position	(46.2)	(304.6)
Net financial position at start of period	(630.8)	(326.2)
Net financial position at end of period	(677.0)	(630.8)

DAVIDE CAMPARI-MILANO S.p.A.

Parent company income statement

	1 January - 31 December 2010 €million	1 January - 31 December 2009 €million
Net sales	493.4	309.0
Total cost of goods sold	(263.5)	(245.9)
Gross margin	229.9	63.1
Advertising and promotion	(63.5)	(1.9)
Contribution after A&P	166.4	61.2
SG&A	(71.8)	(32.2)
Of which one-off's	(3.4)	0.8
Operating profit	94.6	29.0
Income from associates	47.5	36.2
Net financial income (expenses)	(26.4)	(30.2)
Of which one off's financial expenses	-	(4.9)
Pretax profit	115.7	35.0
Taxes	(33.2)	(2.5)
Net profit	82.5	32.5

Parent company balance sheet

	31 December 2010 €million	31 December 2009 €million
Total non current assets	1,463.5	1,386.2
Total current assets	257.4	197.3
Total non current assets designed for sale	10.6	10.6
Total assets	1,731.6	1,594.2
Total shareholders' equity	635.6	532.3
Total non current liabilities	694.2	648.9
Total current liabilities	401.7	413.0
Total liabilities and shareholders' equity	1,731.6	1,594.2

Parent company cash flow

	31 December 2010 €million	31 December 2009 €million
Cash flow from operating activities	157.0	26.4
Cash flow from investing activities	(55.9)	(213.9)
Cash flow from financing activities	(74.9)	184.3
Increase (decrease) in cash and banks	26.3	(3.2)
Cash and banks at start of financial year	10.9	14.1
Cash and banks at end of financial year	37.1	10.9