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**SKYY SPIRITS PARTNERS WITH MILLER BREWING TO RAISE  
ALTERNATIVE MALT BEVERAGE CATEGORY TO NEW HEIGHTS**

*New SKYY Blue To Refresh Adult Consumers With Clean, Crisp Taste*

January 3, 2002 – Skyy Spirits of San Francisco, maker of SKYY Vodka, and Milwaukee-based Miller Brewing Company announced today they will introduce SKYY Blue – a refreshing, new ready-to-drink alcohol malt beverage.

Created to satisfy the changing tastes of today’s adult consumers, SKYY Blue offers a complex blend of citrus flavors and natural ingredients resulting in an exciting new super-premium product that is refreshingly drinkable and complex. The most recent addition to the growing alternative malt beverage category, SKYY Blue features natural flavors containing SKYY Vodka.

“This is a wonderful business opportunity for Skyy Spirits that leverages the strength of Miller and its wholesaler network while providing Miller with a strong and exciting first entry in this explosive category of alternative malt beverages,” said Keith Greggor, chief operating officer for Skyy Spirits LLC. “Building on the equity of the SKYY trademark, SKYY Blue will appeal to consumers interested in a sophisticated, stylish brand for relaxed drinking occasions.”

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**SKYY Blue To Launch**  
**January 3, 2002**  
**Add One**

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The flavored-alcohol malt beverage category is the fastest-growing segment in the wine, beer and spirits industry. Consumption of vodka has steadily increased since 1998 and the vodka category is double the size of the next spirits segment, rum. Within the vodka category, SKYY Vodka is one of the fastest-growing super-premium brands, experiencing a 35 percent sales increase in 2000.

“SKYY Blue will provide adult consumers spontaneous refreshment through its clean, crisp taste,” said Bob Mikulay, Miller’s senior vice president of marketing. “SKYY is a well-known, sophisticated brand with a unique distillation process, recognizable packaging and meteoric growth within the spirits industry, all contributing to an established consumer base for SKYY Blue.”

Scheduled to begin arriving at retail in early March, SKYY Blue’s packaging incorporates SKYY Vodka’s signature cobalt blue color and it will be available in 6-pack bottles, 12-pack bottles and 24-bottle cases. SKYY Blue contains five percent alcohol by volume, roughly the same as most beers and other alternative malt beverages.

SKYY Blue’s introduction will be supported by an aggressive marketing effort including television, print and outdoor advertising and a full complement of on- and off-premise promotional support. Advertising for the new product will break shortly after the brand’s debut in market.

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**SKYY Blue To Launch**  
**January 3, 2002**  
**Add Two**

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***About Skyy Spirits***

Launched in 1992 by Maurice Kanbar with the introduction of SKYY Vodka, Skyy Spirits is a global spirits company based in San Francisco. The company has exclusive marketing and distribution rights in the United States for 10 brands including the following products: SKYY Vodka, SKYY Citrus, Molinari Sambuca, Campari, Cutty Sark Scots Whisky, The Glenrothes, Glengoyne, Cinzano Extra Dry Vermouth, Cinzano Rosso Vermouth, Cinzano Bianco Vermouth, Cinzano Asti Spumante, Pallini Limoncello, Vermeer Dutch Cream and Ouzo 12. Skyy Spirits, LLC is a subsidiary of the Campari Group.

***About Miller Brewing Company***

Miller Brewing Company is a wholly owned subsidiary of Philip Morris Companies Inc. Principal beer brands include Miller Lite, Miller Genuine Draft, Miller Genuine Draft Light, Miller High Life, and Milwaukee's Best. Primary products from the Plank Road Brewery, a small division of Miller, include ICEHOUSE and Red Dog. Specialty regional brands include Leinenkugel's and Henry Weinhard's, and the company's malt liquor brands include Olde English 800 and Mickey's Malt Liquor. Miller also imports Foster's and brews Sharp's, a non-alcohol brew. More information is available at [www.MillerBrewing.com](http://www.MillerBrewing.com).

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