



PRESS RELEASE

THE CAMPARI GROUP LAUNCHES ITS NEW CORPORATE WEBSITE

New contents and graphics for www.campari.com

Milan, 1 December 2004 – The Group is proud to announce the online arrival of its new corporate website www.campari.com.

Developed in a graphic style that is modern and attractive, the Campari Group's new website represents the reality of the Group and its brands with particular attention to **Investors/Analysts** (Investors area), **Journalists** (Press area) and **international distributors** (Trade area).

The new site, available in Italian and English, has foreseen in the main structure a **corporate presentation of the Group** broken down into separate sub-sections. Followed by a section dedicated entirely to the Group's owned **Brands**, subdivided into Spirits, Wines and Soft Drinks. Each brand has its own dedicated page that allows for a closer look and understanding of the brand, including the history and serving suggestions.

Other sections include the **Campari International Magazine**, the Group's biannual English publication; the 2005 **Calendar**, twelve months of passion interpreted by Giovanni Gastel and downloadable on one's own computer; a taste of Campari, Cinzano and SKYY Vodka **international Cocktails**; and finally "**By Campari**", a range of e-cards, screensavers and desktop images that are all completely Campari.

The new version of the corporate website has been structured in a viewpoint of rationality, completeness of information and easy navigation, all furnished in a modern layout and in line with the Group's corporate colours. This has been made possible thanks to the collaboration between the Campari communications team and **web agency Tribal DDB**.

Happy surfing!

The Campari Group is the sixth player in the global spirits sector, trading in over 190 markets around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. The Group's portfolio includes a combination of strong international brands, such as Campari, SKYY Vodka, Cynar and Cinzano and leading local brands, such as CampariSoda, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Barbieri, Enrico Serafino, Lemonsoda, Oransoda and Pelmosoda in Italy, Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury's and Liebfraumilch in Brazil, Gregson's in Uruguay, Riccadonna in Australia and New Zealand and Mondoro in Russia. The Group has 1.500 employees, and shares of the parent company Davide Campari-Milano S.p.A are listed on the Milan stock exchange.

FOR FURTHER INFORMATION:

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