



PRESS RELEASE

THE CAMPARI GROUP ADDS MIDORI TO ITS SUPER - PREMIUM & LUXURY PORTFOLIO IN UNITED STATES

San Francisco, CA, December 5, 2005 - Skyy Spirits, LLC, a subsidiary of Gruppo Campari, is pleased to announce the January 1, 2006 appointment of exclusive US distribution rights for **Midori** Melon Liqueur, ZEN Green Tea Liqueur, Yamazaki Single Malt Whisky and Akadama Plum Wine from Suntory International Corp. subsidiary of Suntory Ltd. based in Osaka, Japan. The awarded brands sell in excess of 150,000 nine-liter cases in the US offering long term growth potential for Skyy Spirits, LLC and its stakeholders. Midori, a proprietary premium melon liqueur, accounts for about 90 percent of the volume.

Gerard Ruvo, president and CEO of Skyy Spirits stated: *"This is an exciting distribution agreement and groundbreaking year for Skyy Spirits strategically adding proprietary brands to our super - premium and luxury portfolio. We look forward to our partnership with Suntory"*.

Mr. Gensei Murakami, president and CEO of Suntory International Corporation stated, *"We look forward to our partnership with Skyy Spirits. We are confident our collective marketing communications efforts will enhance the presence of Suntory products in the US market, notably Midori Melon Liqueur and our new product, ZEN Green Tea Liqueur"*.

The distribution deal is in line with the Group's strategy of adding high-quality brands to its super premium and luxury portfolio through strategic partnerships, alliances, and joint ventures with companies that believe in the brands' long term value development. In particular in the US, the Campari Group through its subsidiary Skyy Spirits has successfully added distribution agreements with Berry Brothers & Rudd (Cutty Sark & The Glenrothes), Jose Cuervo International (1800 & Gran Centenario tequilas), Ron Matusalem & Company (Matusalem Rums), Reformed Spirits (Martin Miller's) and last week C&C International (Carolans Irish Cream, Tullamore Dew Irish Whiskey) to date.

The Campari Group - The Campari Group 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 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, 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 over 1,500 employees and shares of the parent company Davide Campari-Milano S.p.A are listed on the Italian stock exchange.

Suntory Ltd. - Based in Osaka, Japan, the Suntory Group operates more than 160 companies in 15 different countries encompassing wine, beer, spirits and other diversified products. Founded in 1899, Suntory Ltd. is one of the World's leading wine and spirits companies and was the first company to introduce western-style spirits to Japan. Suntory exports a wide range of spirits and liqueurs distilled in Japan to about 40 countries, including authentic Japanese whiskies, shochu, a native Japanese spirit and unique liqueurs such as Midori and ZEN.

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