



***Jessica Alba, the Face of the new Campari
Worldwide Multimedia Campaign***

Campari celebrates the 10th Anniversary of its prestigious Calendar

***Photographer, Mario Testino
Director, Jean Paul Goude***

Milan, December 2, 2008 – Campari creates a stylish and hedonistic location for its 2009 communication. Bursting with passion and seduction, “**Club Campari**” is an exciting destination, where magic and temptation prevail in a sophisticated, but playful atmosphere. It is a place of pure enjoyment, brought to life by **Jessica Alba’s interpretation of Red Passion**.

Club Campari is a **worldwide multimedia campaign** starring the stunning actress **Jessica Alba**, captured by celebrated photographer **Mario Testino** and legendary director **Jean Paul Goude**. The outcome: a memorable TV commercial, a magical **online** experience and 13 snapshots by Mario Testino that will appear in **Campari’s limited edition Calendar of which only 9,999 copies are printed**.

Jessica Alba stated, “Mario’s and Jean-Paul Goude’s visions made it very easy to embody the Club Campari *femme fatale*. It was the first time I have ever worked with Campari, Mario and Jean Paul: they make you look like you can only imagine in your wildest dreams, I am a huge fan of their work and... I look forward to working with them again”

In this exciting and alluring atmosphere, Jessica Alba, as the centrepiece of the campaign, provides a provocative look into a world of sophisticated beauty. Mario Testino was selected as photographer for the Campari Calendar and print campaign for the second time, after the tremendous success of Hotel Campari, starring Salma Hayek. Testino masterfully found a new way to evoke Red Passion through Jessica Alba’s explosive mix of beauty, sophistication and *joie de vivre*.

Club Campari is also interpreted through **Jean Paul Goude’s** dramatic creativity and imagination, which are now engraved in the campaign: “I like to suggest desire and it is essential to me that actors perform naturally, like in real life. Spontaneity is everything. The spontaneity of a speech, the right gesture, the right glance, the right movement, all add depth to the story to be told”, he affirms.

The **Club Campari** concept draws its inspiration from the most exclusive clubs on the planet: fun, cosmopolitan and social.

Bob Kunze-Concewitz, CEO of Gruppo Campari stated that, "The style, elegance and class which differentiate Campari's communication, focus on three fundamental themes, which are also brought to life in Club Campari: passion, sophistication and cosmopolitanism."

Red Passion is the *fil rouge*; the shared attribute linking each different edition of the **Campari Calendar**, which celebrates its **10th anniversary this year**. Since the first Calendar came out in 2000, Campari has collaborated with internationally renowned photographers. Through their creative art, they have rendered the brand's innate sensuality and passion, unique and palpable. Each Calendar star has succeeded in capturing Campari's characteristics distinctively through her fascinating allure and beauty.

www.campari.com

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 US, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment stand out internationally renowned brands, such as Campari, SKYY Vodka and Cynar together with leading local brands, such as Aperol, Cabo Wabo, CampariSoda, Glen Grant, Ouzo 12, Zedda Piras, X-Rated and the Brazilian brands Dreher, Old Eight, Drury's. In the wine segment together with Cinzano, known world-wide, are Liebfraumilch, Mondoro, Riccadonna, Sella & Mosca and Teruzzi & Puthod all respected wines in their category. In the soft drinks segment are Crodino, Lemonsoda and its respective line extension dominating the Italian market. The Group has over 1,500 employees. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange.

FOR HIGH-DEFINITION IMAGES AND VIDEOS PLEASE GO TO:

- [ftp.mycampari.com](ftp://ftp.mycampari.com)
Username 2008Calendar
Password JessicaMario
- DOWNLOAD AT: WWW.IMAGE.NET , FREE REGISTRATION REQUIRED

For further information:

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