



Campari announces successful completion of the tender offer for Lascelles deMercado & Co. Limited

Milan, 11 December 2012 – Davide Campari-Milano S.p.A. ('Campari') today announced the **successful completion of Campari's cash tender offer, commenced through its wholly-owned subsidiary Campari España S.L. for all issued and outstanding ordinary shares and preferred shares of Lascelles deMercado & Co. Limited ('Lascelles')**. The tender offer was made pursuant to an Offer Circular, dated 8 November 2012, and the Jamaica Takeovers and Mergers Rules and Regulations and other applicable requirements. Campari first announced this transaction on 3 September 2012.

The offer period expired at 4:30 p.m., Jamaica time, on 10 December 2012. **94,639,100 ordinary shares of Lascelles (approximately 98.6% of the issued ordinary shares) and 59,727 preferred shares of Lascelles (approximately 99.5% of the issued preferred shares) have validly accepted the offer and will be submitted for payment. The total value of the shares acquired through the offer is approximately USD 409 million (or approximately € 316 million at the exchange rate on the offer closing date).**

Campari intends to **exercise its right pursuant to a statutory process under Jamaica law to acquire all the remaining shares**, including from those shareholders who have not accepted the offer. The Purchaser also intends to **delist Lascelles shares from the Jamaican Stock Exchange**.

FOR FURTHER INFORMATION

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http://www.camparigroup.com/en/press_media/image_gallery/group_images.jsp

<http://www.youtube.com/campariofficial>

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 leading positions across key markets. The Group has an extensive portfolio that spans three principal business segments: spirits, wines and soft drinks. In the spirits segment, its internationally-renowned brands include Campari, Carolans, SKYY Vodka, Wild Turkey, Aperol, Cabo Wabo, Cynar, Frangelico, GlenGrant, Ouzo 12, X-Rated Fusion Liqueur. It also has leading local brands, including Campari Soda, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment includes the global brand Cinzano, as well as important international brands including 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, which have a prominent position in the Italian market. The Group employs over 2,300 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