



Campari announces the disposal of the Punch Barbieri brand to Distillerie Moccia

Milan, 4th February 2013 – Gruppo Campari announced today the closing of an agreement for the disposal of Punch Barbieri brand to Distillerie Moccia, for a countervalue of € 4.45 million.

The operation, fully satisfactory for both parties, allows Gruppo Campari to focus more closely on priority-brands in its business portfolio, and to Distillerie Moccia to continue expanding their business by acquiring leading local brands to bolster Zabov egg liqueur, owned since 1946.

Punch Barbieri entered Gruppo Campari's portfolio in 2003, within the acquisition of Barbero 1981, that included brands as Aperol, Aperol Soda, Mondoro Asti and Enrico Serafino still wines. Punch Barbieri is a medium alcohol-content liqueur, rich in tradition and produced in the tastes of rum, mandarin and orange, with Italy as its main market.

The closing of the deal is expected for 1st March 2013.

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 in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 14 plants and 4 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 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 since 2001. For more information: <http://www.camparigroup.com/>

ABOUT DISTILLERIE MOCCIA

Distillerie Moccia S.r.l produces a large range of high-quality liqueurs since 1946.

Leading Company in Italy in the segment of egg liqueurs with Zabov brand, and producing more than 10 different types of liqueurs among which Amaretto, Sambuca, Limoncello, Punch. The company distributes its products into many European countries and it is engaged to important investments in non-European markets as Brazil, Argentina and the United States. Headquartered in Ferrara, Italy; Distillerie Moccia is a 100% Italian firm and one of the only few to possess an internationally-renowned brand as Zabov and still being family owned. www.distilleriemoccia.com

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