



Penelope Cruz Announced As Leading Lady In Campari Calendar 2013

Kristian Schuller to photograph the 2013 Campari Calendar

Milan – 31st July, 2012 – Today, Campari[®] is officially unveiling Penelope Cruz as the star of the 2013 Campari Calendar, which will be captured by Paris-based fashion photographer, Kristian Schuller. The beautiful Spanish Oscar winning actress takes the lead in the 2013 edition making her the 14th star to feature in the world renowned Calendar.

Penelope, who was the first Spanish actress in history to receive an Academy Award, is following in the footsteps of some of the world's most elegant women who have adorned the pages of previous Campari Calendars, including, Salma Hayek, Eva Mendes, Jessica Alba and Milla Jovich. The Spanish beauty, has previously starred in movies such as 'Vicky Cristina Barcelona', 'Volver' 'Pirates of the Caribbean' and 'Non ti Muovere'.

On starring in the 2013 Campari Calendar, **Penelope Cruz** comments: *"The Campari Calendar consistently works with talented and creative teams and photographers to produce world-class imagery. I have really enjoyed working in this project for one of the world's most iconic brands, particularly with such an amazing history attached to it. I really feel that Campari fans across the globe will love the imagery when they see the finished Calendar, the theme in itself is intense, captivating and chic."*

Kristian Schuller is the latest photographer to capture the renowned Campari Calendar, for its 14th edition. Kristian will be bringing his distinctive style and ability to push the boundaries of editorial imagery to create the dramatic photography which will make up the 2013 Campari Calendar.

Paris-based Kristian began his career studying fashion design with Vivienne Westwood and photography with F.C. Gundlach at the University of Fine Arts Berlin. Having focused on photography as his chosen path, Kristian continued to go from strength to strength with his work having been included in a wealth of fashion magazines such as; Vogue Hellas, Harper's Bazaar and GQ. His first book, '90 Days, One Dream', was published in 2010 winning the Deutscher Fotobuchpreis Silver Medal in 2011.

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On his shooting of the 2013 Campari Calendar, **Kristian Schuller** comments: *“Photographing the 2013 Campari Calendar is simply incredible and a totally unique challenge. Campari has a history of creating powerful and visually-stunning imagery, both in its advertising campaigns and the Calendar. My intention was to continue this story of success by pushing the boundaries even further which I feel we have achieved. It is magnificent to work with someone as talented as Penelope, who truly embodied the theme for the latest edition of the Calendar by bringing her flair and versatility to the set.”*

Bob Kunze-Concewitz, CEO of Gruppo Campari comments: *“Every year, our intention with the Campari Calendar is to deliver an even more stunning piece of art which pushes creative boundaries and stimulates people’s imagination. The Campari Calendar 2013 continues this legacy and brings a contemporary edge to the theme, which we look forward to unveiling in the coming months.”*

The final imagery from the Calendar and the coveted 2013 theme will be unveiled at a red carpet event to be held in Milan in Autumn 2012.

For more information go to:

www.campari.com

<http://www.facebook.com/campari>

www.camparigroup.com

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Notes to editors

For further information on Campari Calendar history and the previous edition, please visit: <http://www.camparigroup.com/en/press-media/campari-calendar/index.shtml>

For more information please contact:

<http://www.camparigroup.com/en/press-media/press-contacts.shtml>

About The Campari Calendar

The Campari Calendar is one of the world’s iconic artistic calendars. Distributed in international limited edition of only 9,999 copies it is a small, collectible luxury for the happy few that receive it, and is a tribute to the world class talent and photographers that make it come to life every year.

About Campari

Campari is a contemporary and charismatic classic. The recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With

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its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating and stimulating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

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 a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari, Carolans, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, Camparisoda, Cynar, Frangelico, Glen Grant, Ouzo 12, X-Rated Fusion Liqueur, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, 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 dominating the Italian market. The Group employs over 2,200 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

Penelope Cruz: Biography

Academy Award winner Penelope Cruz has proven herself to be one of the most versatile, young actresses by playing a variety of compelling characters, and most recently becoming the first actress from Spain to be nominated for, and win, an Academy Award.

First introduced to American audiences in the Spanish films "Jamon, Jamon" and "Belle Epoque," in 1998 she starred in her first English language film, "Hi-Lo Country" for director Stephen Frears opposite Woody Harrelson, Patricia Arquette and Billy Crudup. In 1999, Cruz won the Best Actress award at the 13th Annual Goya Awards given by the Spanish Academy of Motion Pictures Arts and Sciences for her role in Fernando Trueba's "The Girl of Your Dreams."

Confirming her status as Spain's hottest international actress, Cruz landed a series of coveted roles. She appeared in Billy Bob Thornton's "All the Pretty Horses," Fina Torres's "Woman on Top," Alejandro Amenabar's "Open Your Eyes," Maria Ripoll's "Twice Upon a Yesterday," and Nick Hamm's "Talk of Angels." Additionally, Cruz co-starred in Pedro Almodovar's "Live Flesh" and critically acclaimed "All About My Mother" which was awarded the Golden Globe and Oscar for Best Foreign Film.

Next up for Penelope was New Line's "Blow" for director Ted Demme and "Captain Corelli's Mandolin" opposite Nicolas Cage. After that, Penelope starred opposite Tom Cruise in the erotic thriller "Vanilla Sky".

To add to her already brilliant and diverse choice of film credits, she starred in films including "Gothika"; "Head in the Clouds"; "Noel"; and "Chromophobia". Penelope also co-starred with Matthew McConaughey and William H. Macy as Dr. Eva Rojas in the action packed film "Sahara."

In 2006, Penelope starred in "Volver," which again teamed her with director and dear friend Pedro Almodovar. Critically acclaimed for her role as Raimunda, she won the "Best Actress" awards at the European Film Awards, the Spanish Goya Awards, the Cannes Film Festival, and received both Golden Globe and Oscar nominations.

Her recent credits include "Elegy" opposite Sir Ben Kingsley and Woody Allen's "Vicky Cristina Barcelona" opposite Javier Bardem and Scarlett Johansson. Penelope won an Oscar, a BAFTA, an NYFCC and an NBR Award for Best Supporting Actress for her performance in "Vicky Christina Barcelona" making 2008 a very great year.

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In 2009, Penelope teamed up with director Rob Marshall and co-starred alongside Nicole Kidman, Daniel Day Lewis and Marion Cotillard in the film version of the musical "Nine." Her standout portrayal of Carla garnered SAG, Golden Globe and Oscar nominations. Her third Oscar nomination made history as it marked only the third time in Oscar history where the winner of the Academy Award for Best Supporting Actress was nominated for Best Supporting Actress again in the following year.

In 2011 Penelope starred opposite Johnny Depp in the international blockbuster hit "Pirates of the Caribbean: On Stranger Tides," the fourth installment of the movie series directed by Rob Marshall. In the summer of 2011 Penelope also filmed Woody Allen's "To Rome with Love" which was released on June 22, 2012.

In September 2011 Penelope began filming "Venuto Al Mondo" ("Twice Born") in Sarajevo, Bosnia under the direction of Sergio Castellitto, with whom she previously starred in his critically acclaimed film "Don't Move". The film is based on the novel of the same title by Margaret Mazzantini and will be shot in English and Italian to be released late 2012.

Kristian Schuller: Biography

Kristian Schuller is a Paris-based photographer.

Born in Romania, Kristian emigrated with his family to Germany at an early age.

He studied fashion design with Vivienne Westwood and photography with FC Gundlach at the University of Fine Arts Berlin.

After his initial introduction by Isabella Blow to Condé Nast Publications in London, Kristian has continued working internationally with various fashion magazines and commercial clients.

His first book, "90 Days, One Dream", was published in 2010. Award: Silver Medal "Deutscher Fotobuchpreis 2011".