



PRESS RELEASE

DAVIDE CAMPARI - MILANO: IPO MAXIMUM PRICE SET AT EURO 38

Milan, 25 June 2001 - The ordinary shares of leading Italian beverage group Davide Campari-Milano S.p.A. the leading Italian beverage group Davide Campari-Milano S.p.A.⁽¹⁾ and the world's ninth largest player⁽²⁾ in the spirits sector and producer and distributor of a number of leading brands in the wine and soft drinks segments - will be offered at a maximum price of Euro 38 on June 27.

Deutsche Bank and UBS Warburg will be joint global co-ordinators for the offer and will also act as joint lead managers and bookrunners for the private placement; IntesaBCI will be sponsor and lead manager for the public offering.

The prospectus for the retail offer was registered with regulatory body Consob, with provision No. 1049199 of June 20th 2001 and the offer received the authorisation on the same day.

Borsa Italiana S.p.A. gave its approval for the listing of the ordinary shares of Davide Campari-Milano S.p.A with provision No. 1734 of 13th June 2001.

Deutsche Bank and UBS Warburg will be joint global co-ordinators for the global offering and will also act as joint lead managers and bookrunners for the private placement; IntesaBCI will be sponsor and lead manager for the retail offering.

Approval of the application for admission to listing of the ordinary shares of Davide Campari-Milano S.p.A was granted by the Italian Exchange on the 13th of June 2001.

"We intend to continue with the sustained growth that has strengthened our position on Italian and international markets," commented Marco Perelli-Cippo, Group's Chief Executive Officer. "We will be seeking to consolidate Group's position at international level mainly focusing on acquisitions of new brands to further reinforce our product portfolio."

(1) Source: Nielsen DG 01

(2) Source: Impact Databank, February 2001 "Top Premium Distilled Spirit Brand World-wide by Company"

FOR FURTHER INFORMATION:

Investor enquiries:

Chiara Garavini

Tel.: +39 02 6225 330

Email: investor.relations@campari.com

Media enquiries:

Chiara Bressani

Tel.: +39 02 6225 206

Email: chiara.bressani@campari.com

Website: www.campari.com