



PRESS RELEASE

CINZANO LAUNCHES A NEW BOTTLE SHAPE FOR ITS VERMOUTHS

Monaco, January 2004 - Cinzano, world famous brand in the portfolio of Campari Group and ranked number two world-wide in the vermouth category, has just finalised and upgraded its packaging with a new prestigious bottle shape. Five years after the purchase by Gruppo Campari and continuous striving for proposing the best possible product to our consumers, it is now time to introduce the range of Cinzano vermouths in a new unique and stylish bottle shape. The goal of this change is to relate the imaginary of Cinzano vermouths to the product itself – the original product and the best quality you can get. The new bottle shape unifies the Cinzano authenticity with new, modern design codes. It features the well known Cinzano eye-catching label as well as the brand signature embossed along the sides of the bottle. The new modern shape stands out on the shelf and communicates premium values more than ever. This is to make Cinzano outstanding and relevant in our modern society without losing its strong history and roots from Italy, a country of style and beauty.

The new bottle shape will be used for the whole Cinzano vermouth range; Bianco, Rosso, Extra Dry, Rosé, Orancio and Limetto. The new Cinzano bottle also represents functional benefits : it is easier to hold in the hand for the consumer and it fits better in the refrigerator.

Available in 50, 75, 100 and 150 cl sizes, never forget that the best Cinzano is always served chilled!

The **Campari Group** is the sixth player in the global spirits sector, trading in over 190 markets around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US, Germany and Switzerland. Following an intensive acquisition campaign undertaken over the last few years, the Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. The Group's portfolio includes a combination of strong international brands, such as Campari, SKYY Vodka, Cynar and Cinzano and leading local brands, such as CampariSoda, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Barbieri, Lemonsoda, Oransoda and Pelmosoda in Italy, SKYY Blue in the US, Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury's and Liebfraumilch in Brazil, Gregson's in Uruguay, Riccadonna in Australia and New Zealand and Mondoro in Russia. The Group has 1,550 employees, and shares of the parent company Davide Campari-Milano S.p.A have been listed on the Milan stock exchange since July 2001.

FOR FURTHER INFORMATION:

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