



Information Memorandum on the acquisition of Wild Turkey

Milan, 1 July 2009 - We inform that the Information Memorandum providing information on the acquisition of Wild Turkey, prepared pursuant to article 71 of the implementing regulation of legislative decree 58 of 24 February 1998, adopted with Consob Regulation 11971 of 14 May 1999 as amended, is available to public at the registered office of Davide Campari-Milano S.p.A., Via Franco Sacchetti 20, 20099 Sesto San Giovanni (MI) and at Borsa Italiana S.p.A.

It is also be available through the website <http://investors.camparigroup.com/>

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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, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, X-Rated, 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 2,000 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. www.camparigroup.com

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