



NEW WILD TURKEY RTD PRODUCTS WITH BOLD NEW PACKAGING

SYDNEY, AUSTRALIA, 2ND JUNE 2011 – Campari Australia today announced the launch of new Wild Turkey RTD and a 6.5% 101 Premium blend RTD. Wild Turkey represent Australia’s No.1 Premium Kentucky Straight Bourbon and to award the loyalty of the consumer these new bourbon products have been developed exclusively for the Australian market in close collaboration with Wild Turkey Master Distillers, Jimmy and Eddie Russell, in Kentucky and our local consumer.

Brad Timbrell, Marketing Director of Campari Australia, says: “At Wild Turkey all of our products are made to our uncompromising standards using the finest ingredients available. The new 101 Premium blend RTD is 6.5% ABV and made with 4 year old Wild Turkey Bourbon from our Lawrenceburg distillery. It is genuinely premium and has been developed for Wild Turkey loyalists and the new breed of savvy consumers who want a strong smooth bourbon flavour to enjoy with their mates. Our new 5% ABV Wild Turkey RTD retains the quality Wild Turkey flavour consumers love and is perfect for everyday occasions.”

Timbrell also stated, “We are proud about the taste and integrity of our product and we’re confident that these two new products represent a bold flavour profile with an authentic taste and smooth finish.”

Jimmy Russell, Wild Turkey Master Distiller for 55 years said. “Even a good ‘ol boy changes his shirt every now and again and the new RTD range represents a careful adjustment of the flavour that our customers love. The 101 Premium blend RTD is ‘special’ as we only use premium quality authentic Kentucky Straight Bourbon, no ‘ifs’ and no ‘buts’”.

Both RTD products come in bold new packaging designed to attract new customers whilst retaining the authentic bourbon cues. The new 6.5% 101 Premium blend is mixed with Cola and is available in both 340ml bottles and 375ml cans. The Wild Turkey 5% RTDs are mixed with either Cola or Dry Ginger Ale and are also available in 340ml bottles and 375ml cans.

Note to editors

For further information on Wild Turkey Bourbon® history visit:

http://www.camparigroup.com/en/press_media/history_communication/wild_turkey_html.jsp

About Wild Turkey Bourbon®



Wild Turkey Bourbon® is made in the heart of Kentucky where all good bourbon whiskies come from, and gets its unique name through being the staple of a legendary Wild Turkey hunting trip. Wild Turkey Bourbon® is a 'Straight Kentucky Bourbon' and has been made without compromise in the traditional fashion for over 150 years to ensure its high quality and premium positioning. The distillers employ the highest possible standards in the selection of all ingredients. The Wild Turkey Bourbon® range in Australia comprises of the original Wild Turkey Bourbon®, 101 Proof 8 Year Old, Wild Turkey Bourbon American Honey® and Wild Turkey Bourbon Rare Breed®. Plus the Ready to Drink (RTD) range, which is exclusively available in Australia in cans and bottles.

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

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