



Bonus share capital increase - Execution of AGM resolution of April 30, 2010

Notice to holders of Davide Campari-Milano S.p.A. shares

Milan, May 4, 2010 - In reference to the bonus share capital increase approved by the extraordinary Shareholders meeting held on April 30, 2010, it should be noted that the **transaction will be executed ('detachment date') on May 10, 2010.**

The **share capital will be increased from € 29.040.000,00 to € 58.080.000,00** through the **issuance of 290,400,000 new shares with a par value of € 0.10 each.** The new shares will be **granted to current shareholders in the proportion of one new share for each share owned,** converting for the purpose corresponding available reserves into share capital.

The **effective date of the coupon is 1 January 2009.** Therefore, the new shares will be entitled to the full payment of dividends pertinent to 2009.

The transaction is represented by coupon number 6.

The new shares will be available to shareholders through authorised intermediaries holding accounts with Monte Titoli S.p.A.

The information document pursuant to article 34-ter, paragraph 1, subparagraph I), and article 57, paragraph 1, subparagraph e) of Consob Regulation 11971/1999, as subsequently amended, will be available at the registered office of Davide Campari-Milano S.p.A., on the issuer's website at www.camparigroup.com, 'Investors' section, and at Borsa Italiana S.p.A., as of May 5, 2010.

It should be noted that as of May 10, 2010 Davide Campari-Milano S.p.A. shares will trade 'ex coupon' and, as a result, the current stock price, *ceteris paribus*, will be halved.

FOR FURTHER INFORMATION

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ABOUT GRUPPO CAMPARI

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, Campari Soda, Cynar, GlenGrant, 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