

RUSSELL'S RESERVE®

A BOND MADE IN BOURBON

RUSSELL'S RESERVE® UNVEILS FIRST SINGLE BARREL RYE

With Rye Whiskey Demand on an Unprecedented Rise, Legendary Master Distillers Jimmy and Eddie Russell Release 104 Proof Spice Bomb



LAWRENCEBURG, KY (SEPTEMBER 21, 2015) – Rye Whiskey is booming, and legendary Master Distillers Jimmy and Eddie Russell are responding the only way they know how – a 104 proof, barrel-aged spice bomb like only they know how to make. Russell's Reserve® Single Barrel Rye launches today, as the Distilled Spirits Council of the U.S. (DISCUS) reports consumer demand for Rye Whiskey is reaching a fever pitch not seen since prior to Prohibition.

In a report released this month, DISCUS declared Rye Whiskey volumes have grown 536% from 88,000 9-liter cases in 2009 to over a half million cases (561,000) in 2014. Always ahead of the trends, Jimmy and Eddie, with 95 years of combined Whiskey-making experience, are longtime advocates of Rye; a trademark ingredient that gives Russell's Reserve and Wild Turkey® Bourbon their iconic spiciness.

On a quest to create a versatile and robust Rye that shines as well in cocktails as it does on its own, the Russells carefully selected only the best barrels primarily from the “center cut” locations (levels 3 – 5) of the rick houses for their newest creation. Russell's Reserve Single Barrel Rye is not chilled-filtered to capture all the flavor rye provides. Rich caramel in color, this single barrel release offers a balance of spicy pepper, vanilla and caramel on the nose and palate.

“Jimmy and I have always been passionate about Rye – it's why our Wild Turkey and Russell's Reserve expressions all have that spicy kick – and why we've also had a staple of Rye Whiskey in our portfolio for decades,” said Master Distiller Eddie Russell. “We know bartenders love to experiment with Rye, but what's equally exciting is seeing the uptick in consumer interest. I'm having just as many conversations in the global marketplace about our Rye offerings as I am about our Bourbon offerings.”

Since the start of his career, Eddie has studied mixology's influence on the rapidly growing Bourbon industry. After seeing a renewed interest in classic cocktails like Boulevardiers, Manhattans, Old Fashioneds, and Sazeracs, all of which call for Rye, Eddie anticipated there would be an increased demand for Bourbon's spicy cousin. Today, the Whiskey industry teeters on the cusp of a full tilt Rye revival and Jimmy and Eddie are leading as they always have, with their new release of Russell's Reserve Single Barrel Rye.

Russell's Reserve Single Barrel Rye will be available year-round as a permanent addition to the Russell's Reserve portfolio joining its predecessors Russell's Reserve 10 Year Old Bourbon, Russell's Reserve 6 Year Old Rye and Russell's Reserve Single Barrel Bourbon. It will be sold nationwide in 750ml bottles starting September 2015 for a suggested retail price of \$59.99.

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About Campari America

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of BULLDOG® Gin.

Campari America is headquartered in San Francisco, California. More information on the company can be found at www.campariamerica.com, www.facebook.com/campariamerica, Twitter: @CampariAmerica and www.camparigroup.com. Please enjoy Campari America brands responsibly and in moderation.

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