



MATTHEW MCCONAUGHEY TESTIFIES IN NEW WILD TURKEY® GLOBAL ADVERTISING CAMPAIGN

Wild Turkey Portfolio Grows Globally by 14.6% in First Half of 2017, Fueled by Bourbon Boom and Success of the McConaughey Partnership

LAWRENCEBURG, KY (September 14, 2017) – Matthew McConaughey is back at the helm of Wild Turkey® Bourbon's advertising, ready to testify in his newest creative effort for the iconic bourbon. Wild Turkey today unveiled its second television commercial directed by and starring the Academy Award®-winning actor. The commercial, created in partnership with J. Walter Thompson New York, is a continuation of the legendary bourbon brand's global marketing campaign titled "It'll Find You." Wild Turkey tapped McConaughey to serve as Creative Director in 2016, and he has since demonstrated his vision via content that reintroduces the world to the all-American brand. As reported in Gruppo Campari's 2017 first half results, the Wild Turkey portfolio has grown globally by 14.6%, driven in part by the success of this well-received campaign. The new commercial can be viewed at: <https://youtu.be/QNpfJNaRPGo>

The new television spot follows McConaughey as he strolls down a lively cobblestone street with a bottle of Wild Turkey Bourbon in hand. He exits a rocking music arena, walks past a bustling club full of people dancing, and continues along, gliding past vibrant city nightlife. At every turn he hears a familiar song; that song he can't get out of his head. Finally, he comes to two chairs in front of a fire, at a vantage point overlooking the city lights, and there beside him sits Davie, the musician whose song "Testify" has been playing along McConaughey's journey. He opens the bottle, pours two glasses of Wild Turkey Bourbon to toast with Davie, who, in spite of being able to fill stadiums, is still performing his music his way, for himself, never compromising. In the end, the commercial demonstrates that real fulfillment is something that will find you when you remain true to yourself. Throughout the spot, McConaughey narrates: "We didn't set out to make a hit, we just sang our song. Real bourbon, no apologies. Wild Turkey. It'll find you."

Similar to last year's [inaugural campaign](#), the commercial follows Wild Turkey Bourbon as it journeys through various moments in time accompanied by a lively soundtrack of music hand selected by McConaughey.

"This new TV spot demonstrates the cool ease and authenticity of this brand," said McConaughey. "I met Wild Turkey's Master Distillers Jimmy and Eddie Russell years ago, and I immediately knew something was special about this brand – they're not afraid to do things the right way, even if that's not the easiest way, never changing the formula to follow consumer trends. And if you live your life with the same principles, Wild Turkey will find you."

Wild Turkey found McConaughey a few years ago upon his first visit to the iconic Kentucky distillery where he was introduced to the Russells, the Kentucky Bourbon Hall of Fame® father and son Master Distiller team who have worked at the Wild Turkey Distillery for nearly 100 years collectively. Intrigued by the multi-generational family

behind the bourbon, McConaughey discovered Wild Turkey's faithful devotion to distilling bourbon the right, unapologetic way.

"Bringing Matthew into the Wild Turkey family was the best decision we could have made," said Bob Kunze-Concewitz, CEO at Gruppo Campari, owner of Wild Turkey. "He embodies the spirit of the brand and has introduced millions to the unwavering pride and quality of Wild Turkey. We think this new ad is a great visualization of the Wild Turkey spirit."

"Matthew continues to embody Wild Turkey's values both in front of and behind the camera," said Brent Choi, Chief Creative Office, J. Walter Thompson New York. "His passion and hands-on dedication to tell Wild Turkey's story authentically is like nothing we've seen before in a celebrity-brand collaboration."

The television spot will begin running worldwide in September, and is part of a global broadcast, print, and digital campaign.

The TV spot was shot on location in Southern California with support from RSA Films.

About Matthew McConaughey

Texas native Matthew McConaughey is one of Hollywood's most sought-after leading men. A chance meeting in Austin with casting director and producer Don Phillips led him to director Richard Linklater, who launched the actor's career in the cult classic "Dazed and Confused." Since then, he has appeared in over 40 feature films that have grossed over \$1 billion; and has become a producer, director, and philanthropist – all the while sticking to his Texas roots and "jk livin" philosophy.

2014 was a game-changing year for McConaughey. For his riveting portrayal of Ron Woodruff in "Dallas Buyers Club," McConaughey received an Academy Award®, Golden Globe Award, Screen Actors Guild Award and Gotham Award for Best Actor, the Best Actor Award at the Rome Film Festival as well as the Desert Palm Achievement Actor Award at the Palm Springs Film Festival. He also made the move to TV starring alongside Woody Harrelson in the HBO dramatic series "True Detective." The show was met by rave reviews from critics and fans alike and earned Matthew a Critics Choice and TCA Award for Best Actor in a Drama Series as well as an Emmy Nomination. McConaughey can next be seen in "White Boy Rick" and opposite Anne Hathaway in "Serenity".

In 2008, Mr. McConaughey started The just keep livin Foundation (www.jklivinfoundation.org), which is dedicated to helping boys and girls transform into men and women through programs that teach the importance of decision-making, health, education, and active living. The Foundation has partnered with Communities in Schools (CIS) – the nation's largest, non-profit, dropout-prevention organization –in West Los Angeles to implement fitness and wellness programs in two large urban high schools. Through an afterschool program, they are able to give kids a healthy start in life and the promise of a healthy future.

About Wild Turkey

The Distillery for Wild Turkey Bourbon is located in Kentucky, situated on a deep limestone shelf on the Kentucky River. The shelf acts as a natural filter and provides the distillery with crystal clear water, vital to making such a high quality product. Wild Turkey features the legendary father and son Master Distilling team of Jimmy and Eddie Russell, who have nearly 100 years of collective experience working at the Wild Turkey distillery.

The famous Wild Turkey brand name first came about back in 1940 when distillery executive Thomas McCarthey took a few warehouse samples on a Wild Turkey hunting trip with a group of friends. The following year, his friends asked him for "some of that Wild Turkey whiskey" and the brand was born.

Wild Turkey is distilled and put into new oak barrels at a much lower ABV than most bourbons. This results in a much richer flavor, as less is cooked out during the production process. Ageing in the highest quality new American oak barrels with the heaviest char available (the Number 4 "alligator" char), imparts a smooth flavor and deep amber color to the whiskey.

The barrels are filled at the distillery in Lawrenceburg, Kentucky. Website: wildturkey.com

About Gruppo Campari

Gruppo Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include **Aperol, Appleton Estate, Campari, SKYY, Wild Turkey** and **Grand Marnier**. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

Please enjoy our brands responsibly.

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