

**TIDAL AND APPLETON® ESTATE JAMAICAN RUM PARTNER TO PRESENT “WHERE I’M FROM” WITH TIDAL RISING ARTIST, MALEEK BERRY  
TIDAL.COM/APPLETON**

**New York, NY –September 11, 2017** – Global music and entertainment platform, TIDAL has partnered with Appleton® Estate Jamaican Rum to showcase TIDAL Rising Artist, Maleek Berry. The video follows the Nigerian-born, London resident as he tours his childhood neighborhood, and how Clapham’s Caribbean sounds and his grandmother’s celebrations in Nigeria inspired his energy and sound. Berry takes viewers inside the imagination and vision that drives his beat making and lyrical process. Fans can watch the video on TIDAL.com/Appleton, embed the video on your site using the code here: <http://tdl.sh/MaleekBerryWIF>

Maleek’s commitment to embracing his background and experiences to inspire his craft is integral to his unique voice and embodies Appleton Rum’s mission. With the “Where I’m From” video, viewers will get a peek into the ingredients that inspire Maleek’s artistry.

“Maleek’s story demonstrates the importance of “pride of place” as an artist – both lyrically and visually. His “estate” has had such an impact on him that it’s impossible to separate his personal narrative without exploring the uniqueness of his experiences. Similarly, Appleton Estate Jamaican Rum is also a “pride of place” story – one steeped in the narrative of Jamaican heritage and culture,” said Christine Moll, Brand Director for Appleton Estate. “Our partnership with TIDAL is about aligning our values with artists who embrace the same ethos of acknowledging and embracing our roots – whether it’s outside London or in the heart of Jamaica.”

**About TIDAL**

TIDAL is a global, experiential, entertainment platform built for fans, directly from artists around the world. TIDAL members enjoy exclusively curated content that directly connect artists with their fans in multiple ways. The service offers high-fidelity, CD sound quality music, high resolution video, an opportunity to discover new artists via TIDAL Rising and unique experiences via TIDAL X. TIDAL is available in more than 52 countries, with more than a 50 million song catalog and 180,000 high quality videos. For more information, please visit [www.tidal.com](http://www.tidal.com). Follow TIDAL at <http://facebook.com/tidal>, <http://twitter.com/tidalhifi> and <https://instagram.com/tidal/>.

**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®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio® and Jean-Marc XO Vodka®.

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