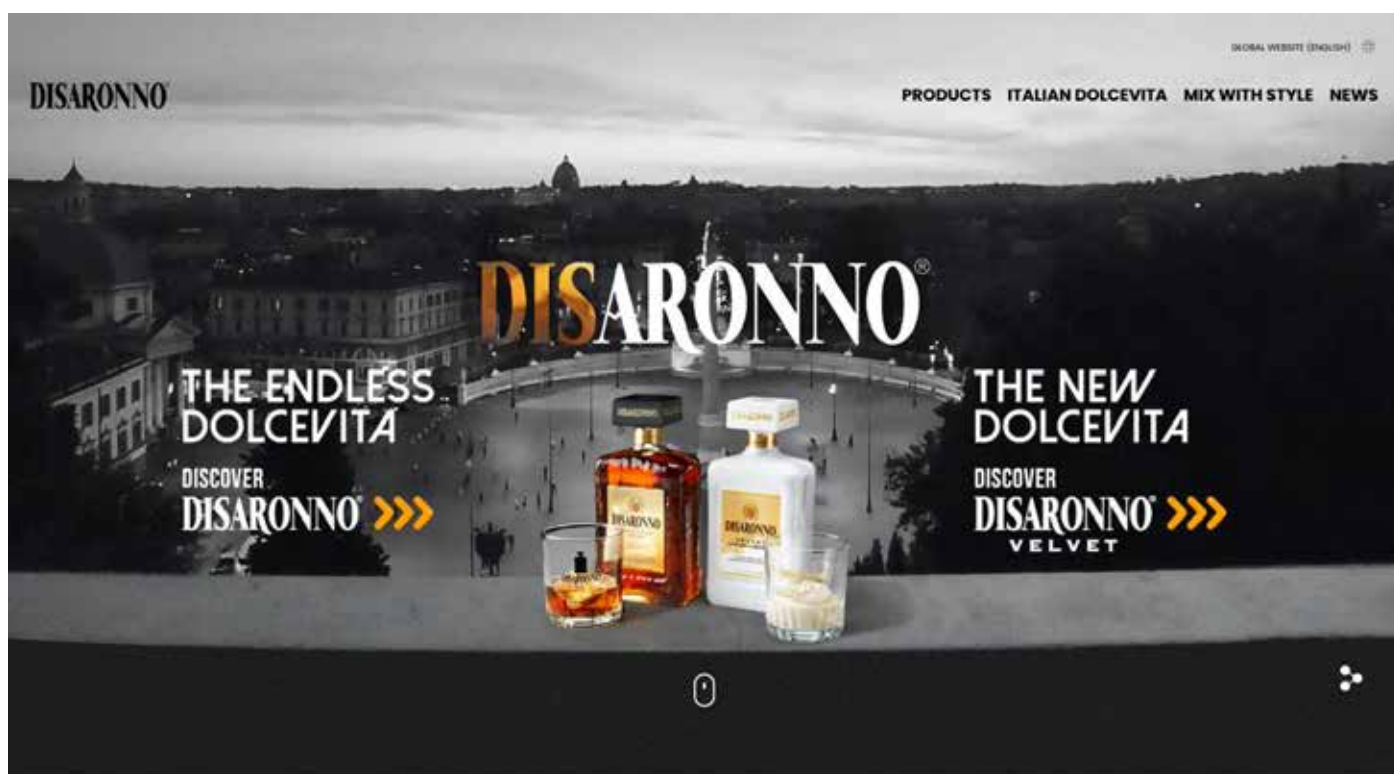


DOLCEVITA ON THE WEB: THE NEW DISARONNO SITE IS NOW ONLINE



Disaronno gets a digital makeover and launches the new www.disaronno.com: site where the DolceVita communication platform talks exquisitely online about the Disaronno world while offering a unique experience through a new front-end structure complete with ultra user-friendly features.

Contents and functions include:

1. In-depth info on the brand, products and cocktails: so the website becomes the place to go to find every

element of Disaronno Originale and Disaronno Velvet storytelling, as well as to discover all the recipes and characteristics of Disaronno's leading cocktails.

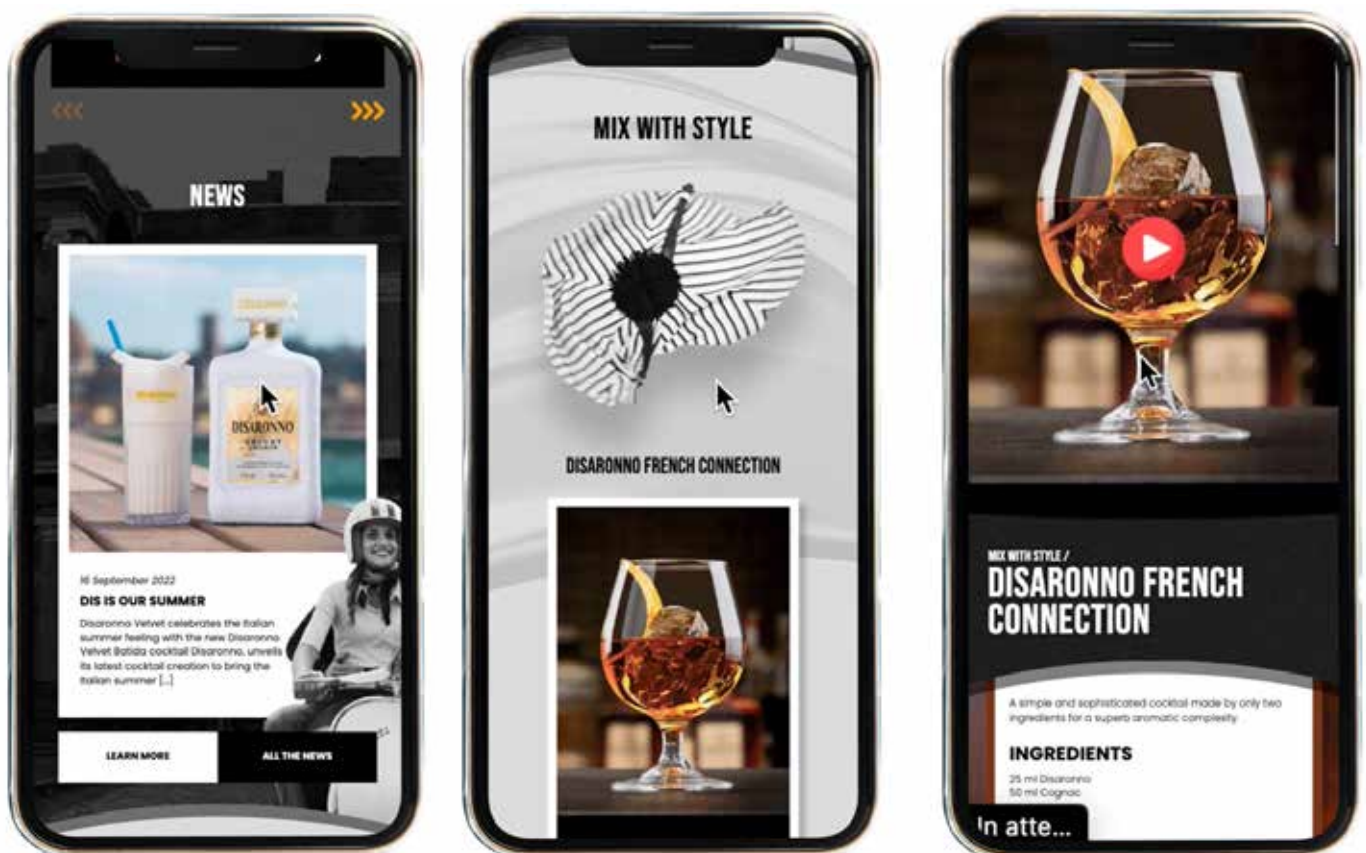
2. Multi-country versions with chance to create local content too: distributed in more than 160 nations across the globe, Disaronno is an international brand that the new site reveals quite intriguingly thanks also to content customization by language and country.

3. Call to action opportunity as to online purchasing: the new platform enables the extension of communication possibilities with actions aimed at the acquisition of products and the reporting of all up-to-date news.

4. Subscription to Disaronno DolceVita newsletter: this is a way to create a community of true Disaronno DolceVita aficionados, staying in the know about upcoming events and hot brand news.

5. Top-notch mobile phone navigation: the new site is structured so as to allow content access from all types of devices (especially mobile ones) which now use common web page consultation tools.

6. User-friendly navigation: quick, simple and easy to use, the new platform is consumer oriented, so that the Disaronno world –and its realm of uniqueness – is a mere click or two away.



To fully enjoy this new digital experience, go to www.disaronno.com and learn how Disaronno really makes the Italian DolceVita happen.