



BACARDI LIMITED

BACARDI NAMES NEW CHIEF MARKETING OFFICER

Hamilton, Bermuda, May 26, 2010 — Bacardi, the largest privately held spirits company in the world, today announced Silvia Lagnado has been named global Chief Marketing Officer (CMO) of Bacardi and President of Bacardi Global Brands, responsible for marketing initiatives for the Company's internationally known portfolio of premium spirits. Ms. Lagnado joins Bacardi from a 24 year career at Unilever, where she masterminded the "Campaign for Real Beauty" for Dove. She will join Bacardi by September 1 and will be based in the Bacardi Global Brands headquarters in London.

"I am absolutely delighted to welcome Silvia to Bacardi given her outstanding track record and inspirational leadership in international consumer brand marketing. I know Silvia will be invaluable to us in building toward our ambitious long-term growth goals for our iconic brands," said Séamus McBride, President and CEO of Bacardi Limited and Chairman of Bacardi International Limited.

Ms. Lagnado was most recently at Unilever in London where she served as the Executive Vice President for Savory products which includes Unilever's largest brand, Knorr. In a career spanning 24 years with Unilever, she assumed positions of increasing responsibilities from 1986 to the present including Graduate Trainee and Brand Manager for Laundry in Brazil; Brand Manager and Marketing Manager positions for Oral Care, Hair Care and Deodorants in Europe; President of Marketing for Personal Care in the UK; Vice President for Deodorants in Latin America, UK and Europe; Global Vice President for Dove; and Global Group Vice President for Savory. Ms. Lagnado, born in Brazil, has a degree from the University of Sao Paulo.

"Bacardi has one of the best known and most beloved spirits portfolios in the world and I am excited to continue to build BACARDI, GREY GOOSE, MARTINI, DEWAR'S, BOMBAY SAPPHIRE and ERISTOFF internationally," said Ms. Lagnado, newly named global CMO of Bacardi. "Each of these iconic brands has unique heritage, superb quality and makes the world's greatest cocktails. Consumers love them. I look forward to using my 24 years of expertise and leadership in this outstanding company and in a dynamic industry."

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About Bacardi Limited

Bacardi Limited is the largest privately held spirits company in the world and produces and markets a variety of internationally-recognized spirits and wines. The Bacardi Limited brand portfolio consists of more than 200 brands and labels, including some of the world's favorite and best-known products: BACARDI® rum, the world's favorite premium rum and world's most awarded rum; GREY GOOSE® vodka, the world-leader in super



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premium vodka; DEWAR'S® Scotch whisky, the top-selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top valued and fastest-growing premium gin in the world; MARTINI® vermouth, the world-leader in vermouth; CAZADORES® blue agave tequila, the top selling premium tequila in the world; and other leading brands. For additional information, please visit www.bacardilimited.com.

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