



BACARDI LIMITED

BACARDI LIMITED NAMES NEW REGIONAL PRESIDENT OF LATIN AMERICA

Industry veteran Paolo Perego to lead fast-growing region

Hamilton, Bermuda, July 5, 2012 — Bacardi Limited, the largest privately held spirits company in the world, today announces the appointment of Gianpaolo (Paolo) Perego as Regional President of Latin America with responsibility for leading all operations in the region for the internationally known portfolio of premium spirits. Mr. Perego will manage the execution of the overall strategy for the Latin American region, as well as the general management of a diverse business comprising 19 countries. In this role, Mr. Perego will also be a member of the Bacardi Leadership Team. The appointment takes effect July 9, 2012.

“With more than twenty years in the spirits business, Paolo brings deep industry knowledge in the commercial and brand marketing sides of the business,” said Ed Shirley, President and CEO of family-owned Bacardi Limited. “His expertise in global and regional marketplaces will have a tremendous impact in the growing and dynamic Latin American region.”

Mr. Perego was most recently Chief Operating Officer for Campari North America. He started his career 22 years ago at Gruppo Campari and since then has held a variety of marketing, commercial and executive management positions within Campari including Managing Director of the South America business. He has an extensive background in strategy and commercial operations in developing markets while overseeing rapid growth in markets including those in South America, Europe, the Caribbean, Central America and the Middle East.

“While all eyes are on Brazil, the entire Latin American region continues to be a huge area of growth and opportunity for Bacardi,” said Mr. Perego. “I look forward to further develop our portfolio of leading and innovative brands, enhance our creative campaigns and accelerate our impressive growth.”

Mr. Perego will be based in the Bacardi Americas headquarters building in Coral Gables, Florida. He succeeds Rich Andrews who was recently named Managing Director of Bacardi operations in the UK & Ireland and a member of the European Leadership Team.

###

About Bacardi Limited

Bacardi Limited, the largest privately-held spirits company in the world, produces and markets internationally-recognized spirits and wines. Its brand portfolio comprises more than 200 brands and labels, including BACARDI® rum, the world’s best-selling and most-awarded rum; GREY GOOSE® vodka, the world’s leading super-premium vodka; DEWAR’S® Blended Scotch whisky, the top-selling blended Scotch whisky in the U.S.; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the leading name in Italian winemaking and the highest quality sparkling wines; CAZADORES® 100% blue agave tequila, the number-one premium tequila in Mexico and a

top-selling premium tequila in the United States; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and other leading and emerging brands.

Founded in Santiago de Cuba on February 4, 1862, and family-owned for the past seven generations, Bacardi now employs nearly 6,000 people, manufactures its brands at 27 facilities in 16 markets on four continents, and sells in more than 150 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

www.BacardiLimited.com

Media Contacts:

Amy Federman, 441-294-1110, afederman@bacardi.com

Patricia M. Neal, 441-294-1110

Note: A headshot photo of Mr. Perego is available via BusinessWire distribution.