



BACARDI LIMITED

BACARDI LIMITED NAMES RON ANDERSON AS CHIEF COMMERCIAL OFFICER

Hamilton, Bermuda, July 12, 2012 — Bacardi Limited, the largest privately held spirits company in the world, announces the appointment of Ron Anderson to the role of Senior Vice President and Chief Commercial Officer to further develop commercial capabilities for the internationally known portfolio of premium spirits.

In this role, Mr. Anderson, 56, will focus on enhancing sales force capabilities, commercial effectiveness and implementing more robust go-to-market programs. He will provide leadership support to the regions and help identify capabilities to strengthen the Company's commercial operations. Mr. Anderson will also serve as head of Global Travel Retail and a member of the Bacardi Leadership Team. The appointment takes effect August 1.

"This role is designed to further give Bacardi a leading edge in executing with excellence with customers globally in both the on and off-trade," said Ed Shirley, President and CEO of family-owned Bacardi Limited. "With his history dedicated to premium spirits and packaged goods, Ron's background will help further enhance our commercial sales capabilities globally."

Mr. Anderson brings more than 30 years experience in consumer goods, with 25 years dedicated to the spirits industry. He most recently served as Chief Customer Officer for Diageo where he led a sales organization globally and focused on programs to drive revenue and margin expansion. During his tenure at Diageo, he also led the Global Duty Free business and focused on the premiumization of brands. Previously, he held roles of Executive Vice President of Commercial Strategy for the Diageo North America business and served as President of the Southeast Region. In addition, he held various general management roles in developed and emerging markets.

"I look forward to working with the team at Bacardi. The sales force Bacardi has in both its core and emerging markets built a strong foundation and I look forward to helping take the portfolio of iconic brands to new levels globally," said Mr. Anderson.

Mr. Anderson will be based in the Bacardi corporate global headquarters in Bermuda, pending government approvals, and will report to Bacardi Limited President and Chief Executive Officer Ed Shirley.

###

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 world's leading vermouth and the world's favorite Italian 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

Note: A headshot photo of Mr. Anderson is available at www.BacardiLimited.com and via BusinessWire.

Media Contacts

Amy Federman, +1.441.294.1110, afederman@bacardi.com

Patricia M. Neal, +1.441.294.1110