



BACARDI LIMITED

BACARDI LIMITED ELECTS NEW DIRECTORS TO BOARD

Hamilton, Bermuda, July 16, 2012 — Facundo L. Bacardi, Chairman of the Board of Directors of Bacardi Limited (“the Company”), the largest privately held spirits company in the world, announces two new directors have been elected to serve on the Company’s 16-member Board of Directors.

The newly elected directors are Ms. Georgia Garinois-Melenikiotou and Mr. Patrice Louvet. They were elected to the Board at the Company’s Annual General Meeting on July 12, 2012, in Hamilton Parish, Bermuda.

“These two highly accomplished professionals bring expertise in the management of global luxury brands and consumer packaged goods to the Bacardi Limited board of directors,” said Facundo L. Bacardi, Chairman of family-owned Bacardi Limited and a fifth generation Bacardi family member. “As we celebrate the 150th anniversary of the founding of Bacardi and extend our leadership position within the spirits industry, these appointments continue to reflect the Company’s commitment to corporate governance.”

Georgia Garinois-Melenikiotou, 52, is currently Senior Vice President, Corporate Marketing, for the Estée Lauder Companies, a role that she has held since April 2010. Ms. Garinois-Melenikiotou joined Estée Lauder after a 26-year career with Johnson & Johnson, where she held various progressive global leadership positions for more than 20 years. Notably, she was named one of the 2011 AdvertisingAge® “Women to Watch.” Ms. Garinois-Melenikiotou is a Fulbright scholar and holds a master’s degree in Management from MIT Sloan School of Management and a degree in Mechanical Engineering from National Polytechnic of Athens.

Patrice Louvet, 47, is currently President, Global Grooming and Shave Care, for the Procter & Gamble Company (P&G), with responsibility for the global Gillette Shaving business. Prior to this role, from 2008-2011, Mr. Louvet served as President, Global Prestige, with responsibility for P&Gs SK II skin care, Gucci, Dolce & Gabbana, Hugo Boss fragrances. Mr. Louvet began his 23-year career with P&G in Marketing in France in 1989. Mr. Louvet holds a master’s degree in Business Administration from Ecole Supérieure de Commerce de Paris and from the University of Illinois.

Melanie Healey (elected in 2008) and Philip Shearer (elected in 2006) are retiring from the Board after distinguished periods of service to the Company and its shareholders. “We are thankful to have had both Philip and Melanie serve on our Board, and are grateful for their many contributions and the positive impact each has made on the Company,” added Mr. Bacardi.

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.

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