



BACARDI LIMITED

BACARDI LIMITED NAMES NEW SENIOR GLOBAL RUM CATEGORY DIRECTOR

Internal promotion of top executive in Russia showcases strong leadership within Bacardi

Hamilton, Bermuda, November 1, 2012 — Bacardi Limited, the largest privately-held spirits company in the world, announces the internal appointment of Dmitry “Dima” Ivanov, 36, as Senior Global Category Director of Rums. This top category role is responsible for developing the global marketing vision and premium positioning of the Bacardi portfolio of rums including the iconic and namesake BACARDÍ rum brand. Mr. Ivanov will be in charge of developing the global rum strategy to drive our rums to the next level — including all brand equity, architecture, positioning, advertising, brand communications, packaging, and strategic direction on innovation for the category and brands. Mr. Ivanov will be based in London.

Mr. Ivanov most recently was Managing Director for the country operations of Bacardi in Russia. Under his leadership, the portfolio of Bacardi brands experienced tremendous growth. BACARDÍ rum is the fastest-growing rum brand in Russia — an exceptional achievement in such a vodka dominant marketplace. MARTINI holds the top spot as the #1 vermouth and sparkling wine brand in the country, and WILLIAM LAWSON’S is the #1 whisky brand in both value and volume in Russia. In the highly competitive premium market that Russia fosters, he also helped drive Bacardi Russia to be recognized as one of the leading international companies in the country.

“Dima brings a special passion to the BACARDÍ rum brand and the organization as a whole with his industry knowledge and an entrepreneurial leadership style that delivered growth in one of the industry’s hottest emerging markets. He understands how to manage premier brands and is the kind of engaging and inspiring executive that will take the Bacardi brand to a new level of excellence,” said Ed Shirley, President and Chief Executive Officer of Bacardi Limited. “I am pleased we’ve been able to source this critically important and strategic role with an extremely talented marketing and business leader from within the company. I look forward to working with Dima and the global rum team to expand our global market leadership position by leveraging the rich, authentic 150-year heritage and portfolio of award-winning BACARDÍ rum.”

Mr. Ivanov started his career with Bacardi in 2005 as the Marketing Director for the portfolio of premium products in Russia in charge of marketing strategies and execution of all brand activities in the country. Mr. Ivanov previously worked for Red Bull Russia as Marketing Director, as well as held various marketing and brand management roles of varying responsibility with Pepsi Bottling Group Russia and Procter & Gamble Russia.

“The global rum category is extremely dynamic and Bacardi is a global leader. With the launch of BACARDÍ OakHeart and recent flavor innovations, consumers are turning more and more to the great tastes in the Bacardi rum portfolio. We have tremendous opportunities to grow our global rum business,” said Dima Ivanov. “Having built a strong, results-driven marketing and

operational team in Russia with exceptional brand growth and successes, I look forward to achieving the same accomplishments in this new global role.”

“This appointment reinforces the Company’s commitment to growing our market leading position in rum, one of our core strategic categories, and strengthening the ties between marketing and commercial operations. Dima brings strong balance and solid understanding of both of these capabilities to his new assignment,” added Mr. Shirley.

###

NOTE: A headshot of Mr. Ivanov is available via www.BacardiLimited.com and BusinessWire.

About Bacardi Limited

Bacardi Limited, the largest privately-held spirits company in the world, produces and markets internationally-recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, the world’s best-selling and most-awarded rum, as well as the world’s most-awarded spirit; GREY GOOSE® vodka, the world’s leading super-premium vodka; DEWAR’S® Blended Scotch whisky, the world’s most awarded Scotch and the number-one selling premium blended Scotch whisky in the United States; 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 150 years ago 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

Patricia M. Neal or Amy Federman, +1.441.294.1110, afederman@bacardi.com