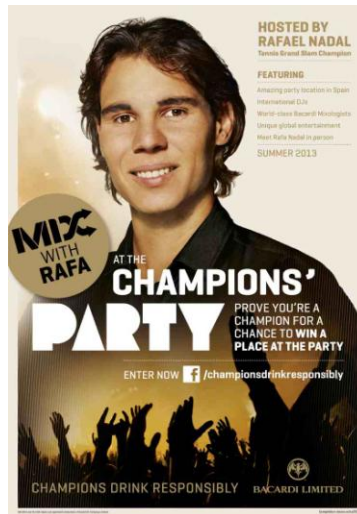




## BACARDI LIMITED

### RAFAEL NADAL & BACARDI LIMITED TO HOST “THE CHAMPIONS’ PARTY”

**Bacardi Limited “Champions Drink Responsibly” campaign offers the chance to  
“Mix with Rafa” in a new online promotion to meet him in-person**



Hamilton, Bermuda, February 14, 2013 – Bacardi Limited launches a new international free prize draw competition to meet its Global Social Responsibility Ambassador Rafael ‘Rafa’ Nadal as part of the award-winning “Champions Drink Responsibly” social responsibility campaign. Starting today, legal drinking age consumers and fans from around the world have an opportunity to “Mix with Rafa” at The Champions’ Party, in an online promotion created by spirits company Bacardi Limited.

Fans who successfully answer three questions relating to responsible drinking behavior will go into a free prize draw to win a trip to “The Champions’ Party.” This July the lucky winners will get to meet Rafa Nadal face-to-face in Spain during this unforgettable VIP weekend. In addition, an international playlist of music will be available online to all the “Mix with Rafa” entrants.

From today through 8 April 2013, legal drinking age consumers can enter the competition via the “Champions Drink Responsibly” Facebook® page ([www.facebook.com/ChampionsDrinkResponsibly](http://www.facebook.com/ChampionsDrinkResponsibly)). “The Champions’ Party” will be hosted by multiple Grand Slam winner and tennis champion Rafa Nadal. The Bacardi Limited Global Social Responsibility Ambassador has taken a personal interest in this new promotion and helped the “Champions Drink Responsibly” team select the location, entertainment, music, food and drink for the one-of-a-kind party. The undisclosed venue will be spectacular, with international DJs and world-class Bacardi mixologists preparing cocktails and mocktails (non-alcoholic cocktails) for the lucky winners and their guests.

“Mix with Rafa” is the latest promotion in the Bacardi Limited “Champions Drink Responsibly” global social responsibility campaign and follows the successful 2012 promotion “Ace Rafa.” The Bacardi Limited campaign highlights the important message that everyone can behave like a Champion by drinking responsibly and still have a great night out. It encourages legal drinking age consumers to plan

their night out, choose quality over quantity, look out for their friends and make sure everyone gets home safely.

“I hope my fans enjoy taking part in the latest “Champions Drink Responsibly” promotion. Drinking responsibly is a serious message and I believe we will reach and influence even more people with ‘The Champions’ Party’. Everyone can be a Champion if they plan their night out and drink responsibly,” said Rafa Nadal, the Bacardi Limited Global Social Responsibility Ambassador. “I have really enjoyed sharing my favorite elements of a great party with the “Champions Drink Responsibly” team. I am sure it will be an amazing event and I look forward to meeting some of the Bacardi Champions in-person at the party.”

“We are really excited to launch our latest promotion as part of our “Champions Drink Responsibly” campaign. The ‘Ace Rafa’ promotion was a huge success last year with thousands of entrants and 20 very excited winners. This year, we are giving more people the chance to win and join Rafa at ‘The Champions’ Party’ which promises to be an unforgettable weekend in Spain,” said Chris Searle, global CSR director, Bacardi Limited. “Bacardi Limited is committed to educating legal drinking age consumers about responsible drinking behaviors around the world. With “The Champions’ Party’ we hope to spread the message that our consumers can have a great time if they have a plan for their night out and drink responsibly.”

#### **About “Champions Drink Responsibly”**

The award-winning “Champions Drink Responsibly” campaign was first introduced by family-owned Bacardi Limited in April 2008 featuring seven-time Formula 1™ World Champion Michael Schumacher with the message “Drinking and Driving Don’t Mix.” The campaign is rooted in the strong heritage and commitment of Bacardi Limited to promote responsible drinking. The Company launched its first social responsibility advertising campaign in Mexico in the 1930s when it pioneered the idea of responsible drinking with the slogan of “Bacardi wishes to sell, but it does not want the money you should use to buy bread.” In March 2011 Rafael Nadal became the Bacardi Limited Global Social Responsibility Ambassador. For additional details and information about the Bacardi Limited “Champions Drink Responsibly” campaign, please visit [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com).

#### **About Rafael Nadal**

Rafael “Rafa” Nadal is one of sports global superstars, winning eleven tennis Grand Slams. Born in Majorca, Spain, Rafael has taken the tennis world by storm during the past five years. Rafael won his first Grand Slam, Roland Garros®, in 2005, and has since gone on to win a total of eleven Grand Slam singles titles. In his role as the Bacardi Limited Global Social Responsibility Ambassador, Rafa spreads the responsible drinking message to legal drinking age consumers and fans around the world through an advertising campaign, traditional and social media activations, and consumer experiential activities. As part of “Champions Drink Responsibly”, Rafa has hosted a number of consumer and media events around ATP and Grand Slam tournaments including in Melbourne, Australia; Miami and New York, United States; and Shanghai, China.

#### **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 blended 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 more than 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](http://www.BacardiLimited.com)



**EDITOR'S NOTE: B-roll, interviews and "Mix with Rafa" promotional imagery are available for download via Image.net**

**Press Contacts:**

Adrian Atkinson  
Sportfolio PR  
+44 7979 554005  
[adrian@sportfoliopr.com](mailto:adrian@sportfoliopr.com)

Amy Federman  
Bacardi Limited  
441-294-1110  
[afederman@bacardi.com](mailto:afederman@bacardi.com)

Patricia M. Neal  
Bacardi Limited  
441-294-1110

**CHAMPIONS**  
DRINK RESPONSIBLY

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