



BACARDI LIMITED

Bacardi Limited Names Jim Gallagher Global Chief Communications Officer

Seasoned public relations executive will lead Company's global communications effort

Hamilton, Bermuda, November 6, 2014 — Bacardi Limited, the largest privately held spirits company in the world, today announces the appointment of Jim Gallagher as Global Chief Communications Officer.

Mr. Gallagher will work closely with CEO Mike Dolan on long-term strategic and business-related internal and external communication matters, in addition to directing the Company's corporate and brand public relations around the world.

Mr. Gallagher joins Bacardi from IMG, the global sports, media and fashion company, where he served as Senior Vice President of Corporate Communications from 2007 until the company's sale to William Morris Endeavor (WME) earlier this year.

“We are delighted to welcome Jim to the Bacardi team,” says Mr. Dolan. “With his breadth of business communications and public relations experience at some of the world's largest companies, Jim will be invaluable as we continue to showcase exciting Bacardi initiatives around the world.”

“It is an honor to be invited to join the world-class senior management team at Bacardi,” says Mr. Gallagher. “I am looking forward to focusing the Company's communications and branding efforts to help maximize the potential of its unmatched portfolio of iconic, global brands.”

Prior to IMG, Mr. Gallagher spent seven years at MLB Advanced Media©, the interactive media and Internet company of Major League Baseball, where he served as Senior Vice President of Corporate Communications from the company's inception in 2000.

Mr. Gallagher also spent 20 years leading corporate communications at ITT Corp., one of the preeminent global conglomerates, with a wide array of sports and entertainment properties, including Madison Square Garden®, the New York Knicks™, the New York Rangers™, Sheraton® Hotels and Caesars Palace® gaming properties.

As Global Chief Communications Officer, Mr. Gallagher reports directly to CEO Dolan and will be based at the Company headquarters in Hamilton, Bermuda, subject to Bermuda Department of Immigration approvals.

NOTE: A headshot of Mr. Gallagher 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 blended Scotch; 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, one of the most popular premium tequilas in Mexico and the United States; and other leading and emerging brands including WILLIAM LAWSON'S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur.

Founded 152 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

Media Contact

Amy Federman, +1 441-294-1110, afederman@bacardi.com

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