



BACARDI LIMITED

BACARDI LIMITED NAMES CHIEF ADMINISTRATION OFFICER

Jacques Tortoroli heads up new role of CAO at family-owned spirits company

Hamilton, Bermuda, November 25, 2014 — Bacardi Limited, the largest privately held spirits company in the world, today announces the appointment of Jacques Tortoroli as its Chief Administration Officer (CAO), effective December 1. In this newly created role, Mr. Tortoroli is responsible for global Finance, Operations, Information Technology and Real Estate.

As CAO, Mr. Tortoroli is a member of the Global Leadership Team reporting directly to Bacardi Limited Chief Executive Officer (CEO) Mike Dolan. He will be based at the Company headquarters in Hamilton, Bermuda, pending Bermuda Department of Immigration approvals.

Mr. Tortoroli joins Bacardi Limited from Viacom, Inc., the multinational entertainment company, where he most recently held the dual role of Executive Vice President (EVP) of Financial Services for Viacom and EVP & Chief Financial Officer (CFO) for Viacom Media Networks (formerly MTV Networks). While leading Financial Operations, he was responsible for Viacom's Global Business Services organization, Continuous Improvement Group, Sourcing, Risk Management, Travel and Financial Planning & Analysis functions. Mr. Tortoroli has held various positions within Viacom since he joined the company in 2002 including Senior Vice President (SVP) & CFO of CBS Radio, SVP & CFO of Westwood One, and SVP & Controller of Viacom, Inc.

"Jacques has a proven track record in leading multinational organizations and functions and brings extensive leadership, financial management and implementation of global systems experience to this newly created position," says Dolan. "I'm confident Jacques will bring together these various functions under one umbrella for a more streamlined, efficient and effective Bacardi."

"Bacardi is a dynamic company with an outstanding portfolio of iconic brands," adds Mr. Tortoroli. "I am excited to lead such a talented team to further strengthen our global business and functions in Finance, Operations, IT and Real Estate."

Prior to Viacom, Mr. Tortoroli served in various executive leadership roles at Scient, Inc. (2001-2002), Young & Rubicam, Inc. (1998-2001), PepsiCo, Inc. (1987-1998), and KPMG (1979-1987).

NOTE: A headshot of Mr. Tortoroli 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 contains 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 more than 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. www.BacardiLimited.com

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