



BACARDI LIMITED

BACARDI LIMITED NAMES NEW CHIEF FINANCIAL OFFICER

Hamilton, Bermuda, August 27, 2014 — Bacardi Limited, the largest privately held spirits company in the world, today announces the immediate appointment of Kevin F. McNamara, 47, as Bacardi Limited Senior Vice President and Chief Financial Officer (CFO), responsible for global financial operations. Mr. McNamara succeeds Joseph J. Schena, 55, who left the company for another opportunity.

Mr. McNamara most recently served as Corporate Controller for Bacardi and oversaw the day-to-day activities of the global Finance function including leading the implementation of new planning, reporting and consolidation tools and establishing the Company's global shared services center. Mr. McNamara joined Bacardi in March of 2013 with more than 25 years of leadership in strategic and financial planning, internal audit, supply chain, and treasury management.

Prior to Bacardi, Mr. McNamara served as Executive Vice President, Chief Financial and Administration Officer for Centerplate, Inc., the largest provider of food and merchandise services to sports stadiums, convention centers, performing arts centers and attractions in North America. He also served in various finance leadership roles at Procter & Gamble and its subsidiaries.

"Bacardi prides itself of the caliber of its employees. The internal appointment of Kevin continues to showcase the strong talent within the Company," said Michael J. Dolan, Chief Executive Officer of family-owned Bacardi Limited. "I look forward to Kevin continuing his leadership in providing guidance on our strategic long-term global accounting, reporting and forecasting practices."

As CFO, Mr. McNamara will be a member of the Bacardi Global Leadership Team and remain based in the Company's global headquarters in Hamilton, Bermuda.

"I look forward to utilizing my experience as a senior financial executive, coupled with a wealth of expertise in financial systems and guiding strong management teams, to help Bacardi achieve even greater financial success," said Mr. McNamara.

Mr. McNamara will report to the CEO and also to a newly-created position of EVP and Chief Administrative Officer (CAO), who will be named in the next few months. The CAO will also be based at the Company headquarters in Bermuda subject to approvals by the Bermuda Department of Immigration.

Mr. Schena joined Bacardi in 2012, bringing more than 30 years of corporate finance experience to the role. During his time with Bacardi, his passion for functional excellence helped drive a number of key projects and priorities. "We thank Joe for his contributions to help further strengthen our corporate and financial governance practices and wish him well in his next endeavor," said Mr. Dolan.

NOTE: A headshot of Mr. McNamara 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 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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