



Bacardi Takes Full Ownership of LEBLON® Cachaça

Hamilton, Bermuda, July 8, 2015 — Family-owned Bacardi, the world's largest privately held spirits company, today announced it has completed an acquisition of Leblon Holdings LLC and its LEBLON® cachaça brand after serving as a significant minority investor for several years.

Celebrating its 10th anniversary this summer, LEBLON is available in more than 35 countries including Brazil, the United States, Canada, and select markets in Europe, Asia and in the Caribbean.

LEBLON and its dedicated team will continue to be led by Steve Luttmann. Terms of the transaction were not disclosed.

About LEBLON

LEBLON is a premium artisanal cachaça (pronounced ka-SHA-sa) produced at Maison Leblon in Minas Gerais, Brazil's fertile agricultural heartland. LEBLON is a favorite cachaça in top culinary and mixology venues in Brazil, where cachaça is the national spirit, and throughout the world. It is also the key ingredient to the caipirinha (pronounced kai-pur-EEN-ya), the popular muddled lime cocktail and national treasure of Brazil. www.leblon.com

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, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON'S® Blended Scotch whisky, ERISTOFF® vodka and ST-GERMAIN® elderflower liqueur.

Founded 153 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, headquartered in Hamilton, Bermuda, refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

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