



BACARDI LIMITED

BACARDI LIMITED CONTRIBUTES TO HAITIAN EARTHQUAKE RELIEF EFFORTS

\$50,000 Donation to Pan American Development Foundation Food and Emergency Supplies from Bacardi Employees to Haitians in Need

Hamilton, Bermuda, January 26, 2010 – Bacardi Limited, the world’s largest privately held spirits company, has donated \$50,000 for immediate relief to aid victims of the devastating earthquake in Haiti. Bacardi Limited partnered with the Pan American Development Foundation (PADF), the disaster relief arm for the Organization of American States. In addition, various country companies within the Bacardi family of companies have organized Haiti relief collection events at their facilities.

Trucks filled with emergency relief supplies including food, water, drinks, baby and medical supplies will be rolling into Haiti to aid the Haitian people, supported by the Bacardi donation.

Within days after the earthquake, employees of Bacardi U.S.A., Inc. in Coral Gables, Florida; Bacardi Corporation in Cataño, Puerto Rico; and Bacardi Dominicana in Santo Domingo, Dominican Republic, teamed up with local relief organizations to ship pallets of much needed medical supplies, non-perishable food and drink items and baby products to Haiti. These collection events will remain in operation.

“We need to get help to the Haitian people as quickly as possible. The Bacardi family, Company and employees are deeply saddened by the devastation and horrific loss caused by the earthquake in Haiti. We hope these donations will help alleviate some of the pain they are experiencing,” said Facundo L. Bacardi, chairman of Bacardi Limited.

PADF creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean.

“Bacardi Limited’s humanitarian gift for the people of Haiti has gone to provide emergency shelter, medicine, drink, food and hygiene kits —what is most needed in response to the devastating earthquake. PADF is proud to work with Bacardi once again to provide disaster relief,” said John Sanbrailo, executive director of PADF.

This disaster relief assistance initiative is part of the Bacardi Limited Philanthropy and Community Involvement mission to provide benefit through a greater social connection and therefore a sense of fulfillment in the communities where we live and work.

Bacardi Limited has a long history of assisting in times of catastrophic natural disasters. Most recently, the Company also made donations to relief efforts in Southeast Asia (tsunami), China (earthquake), and in the United States (Hurricane Katrina) and in Cuba

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BACARDI AND THE BAT DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED

(Hurricanes and tropical storms of Fay, Gustav, Hanna and Ike) where it partnered with PADF in supplying emergency relief.

Bacardi Limited encourages donations from companies and individuals to aid the Haitian people through PADF at www.PanAmericanRelief.org, its toll free number (877) 572-4484 or other non-profit organizations.

About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets a variety of internationally recognized spirits. The Bacardi brand portfolio consists of more than 200 brands and labels, including: BACARDI® rum, the world's favorite and best-selling premium rum, as well as the world's most awarded rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S® Scotch whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued premium gin in the world; CAZADORES® blue agave tequila, the top-selling premium tequila worldwide; MARTINI® vermouth, the world-leader in vermouth; and other leading brands. It was founded in Santiago de Cuba, February 4, 1862. For more information, visit www.BacardiLimited.com.

To learn more about Bacardi Limited Corporate Social Responsibility (CSR) best practices, please visit http://www.bacardilimited.com/resp_corp.html or read its Corporate Responsibility Report at http://www.bacardilimited.com/pdf/corp_resp_report.pdf.

About Pan American Development Foundation (PADF)

PADF is an independent 501(c) (3) non-profit organization established in 1962 through a unique partnership with between the Organization of American States and private enterprise to promote, facilitate and implement social and economic development in Latin America and the Caribbean through innovative partnerships and integrated involvement of the private and public sectors. For more information, visit www.padf.org.

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