



## BACARDI LIMITED

### **BACARDI LIMITED “CHAMPIONS DRINK RESPONSIBLY” CAMPAIGN WITH SOCIAL RESPONSIBILITY AMBASSADOR MICHAEL SCHUMACHER FEATURED IN TOP AUTO TV SHOW**

Hamilton, Bermuda, June 22, 2009 – Bacardi Limited Social Responsibility Ambassador and seven-time Formula One™ world champion Michael Schumacher has appeared as a guest on the first episode of the new season of the world renowned auto television show Top Gear. After doing a ‘power lap’ in a Ferrari FXX, Schumacher was then interviewed in--studio and talked about his involvement in the “Champions Drink Responsibly” campaign.

"This was my first time on the show and I had a lot of fun! The programme obviously has global recognition, with a potential audience of more than 350 million people, so I was delighted to get the chance to talk about the work I do for the Bacardi Limited “Champions Drink Responsibly” campaign,” said Mr. Schumacher. “My goal is to reach more people to remind them that drinking and driving don't mix.”

Schumacher has been promoting the award-winning "Champions Drink Responsibly" campaign which launched in April 2008 and has touched millions of adults worldwide. Bacardi Limited, the largest privately held spirits company in the world, and Michael Schumacher, the most successful Formula One™ driver of all time, teamed up for this responsibility campaign because both share a passion for raising the level of awareness of the potential dangers of drinking and driving and wish to promote alternatives such as taking a taxi, choosing public transportation or designating a driver.

Séamus McBride, President and CEO of Bacardi Limited, added, “Top Gear -- which draws both car and driving enthusiasts -- is the ideal place to remind adult consumers that they can have fun, but do so responsibly. Our campaign is international, so we are delighted that Michael was able to talk about it on the show.”

Last month, Bacardi Limited hosted an event featuring Schumacher at the exclusive Ascari Race Resort in Spain. There, Schumacher was the designated driver for 30 lucky winners from around the world who were rewarded for engaging with the “Champions Drink Responsibly” campaign online at [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com).

The "Champions Drink Responsibly" social responsibility campaign includes television, print and on-line advertising that features Michael Schumacher and public relations and promotional activity in more than 35 markets. The campaign advertising delivers the key messages that “Drinking and Driving Don’t Mix”, “A word of advice if you’re going out tonight. Taxi”, “When I go out for a drink someone else does the driving”, and “When I go out for a drink the car stays at home”.

Bacardi Limited was awarded best International Communication for the “Champions Drink Responsibly” campaign at the European Excellence Awards 2008. The European Excellence

Awards honor the most outstanding achievements of communications professionals on an international scale for best campaign strategy, innovation, creativity, cost-efficiency and results.

For more information on the campaign, please visit [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com).

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**Notes to Editors:**

- More information can be found at [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com) and [www.bacardilimited.com](http://www.bacardilimited.com).
- Bacardi Limited has a pioneering heritage in promoting social responsibility messages with its first campaign taking place in Mexico in 1931. Since then, the Company has created some widely respected social responsibility initiatives in the 1970s with its two decade running, award-winning U.S. campaign "Bacardi mixes with everything, except driving" program and its successful "Driver's Corner" in Germany and Austria, as well as its "Whatever Your Reason" television campaign in the United States personalizing the responsibility message to touch adult consumers about the different reasons they have for drinking responsibly.

**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 Limited brand portfolio consists of more than 200 brands and labels including: BACARDI® rum, the world's number-one selling 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 fastest-growing premium gin in the spirits industry; CAZADORES® blue agave tequila, the top-selling premium tequila worldwide; MARTINI® vermouth, the world-leader in vermouth; and other leading brands. For more information, visit [www.bacardilimited.com](http://www.bacardilimited.com).

**About Michael Schumacher**

Michael Schumacher is the seven-time FIA Formula 1™ World Champion and considered according to the official Formula 1™ website, "statistically the greatest driver the sport has ever seen". Schumacher decided to continue his association with Ferrari by becoming a consultant. Schumacher holds many records in Formula 1™, including most drivers' championships, 91 race victories, fastest laps, pole positions, points scored and most races won in a single season. Schumacher is the first and only Formula 1™ driver to have an entire season of podium finishes (2002). In September 2007, Schumacher announced he would be the Bacardi Limited Social Responsibility Ambassador to communicate an international "drinking and driving don't mix" social responsibility message.