



BACARDI LIMITED

BACARDI LIMITED NAMES NEW CHIEF FINANCIAL OFFICER

Hamilton, Bermuda, July 6, 2009 — Bacardi Limited, the largest privately held spirits company in the world, today announced Jacques Croisetière has been named Chief Financial Officer and Senior Vice President. Mr. Croisetière, 55, succeeds Ralph Morera, 64, who is retiring. He will join the Company on August 3 and will be based in the Bacardi Limited global headquarters in Hamilton, Bermuda, subject to approval by the Bermuda Department of Immigration.

“Jacques is a highly experienced and seasoned business leader with a global financial expertise that will allow him to build upon the Bacardi Limited achievements,” said Séamus McBride, CEO and President of Bacardi Limited. “Jacques is a superb financial executive, strategist, and leader and is known for building strong global teams and driving shareholder return. His knowledge and experience in finance, mergers and acquisitions, consumer products, and business development will allow Bacardi Limited and its family of brands to achieve even greater success in the spirits industry.”

Mr. Croisetière was most recently at Rohm and Haas where he served as the Chief Financial Officer for six years. In a career spanning 10 years with Rohm and Haas, he assumed positions of increasing responsibilities including Vice President and European Region Director and Director of Ion Exchange Resins in Paris. He was a key architect in the recent purchase of Rohm and Haas by The Dow Chemical Company. Mr. Croisetière also worked for Morton International Inc. from 1990-1997 and Sara Lee Corporation from 1983-1990 in a variety of finance-related positions. Mr. Croisetière is also a Chartered Management Accountant.

Mr. Croisetière was selected as part of a planned and orderly succession process. His appointment will be confirmed by the Bacardi Limited Board of Directors and will become effective July 9, at the Company’s annual general meeting.

Mr. Morera has been associated with Bacardi for almost 20 years and has contributed enormously to Bacardi with exceptional service for the past nine years where he was CFO and Executive Vice President.

“Under Ralph’s leadership, Bacardi Limited strengthened its corporate and financial governance practices, oversaw the financial aspects of several successful brand transactions and expanded analyst and banking relationships,” said Facundo L. Bacardi, Chairman of Bacardi Limited. “We thank Ralph for his dedication and commitment to the Company and wish him all the best in his retirement.”

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About Bacardi Limited

Bacardi Limited is the largest privately held spirits company in the world and 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 world; CAZADORES blue agave tequila, the top selling premium tequila worldwide; MARTINI & ROSSI vermouth, the world leader in vermouth; and other leading brands. For additional information, please visit www.bacardilimited.com.

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