



BACARDI LIMITED

BACARDI LTD. CONTRIBUTES TO HURRICANE RELIEF EFFORTS

\$100,000 Donation to Pan American Development Foundation for Aid to Cuba

Hamilton, Bermuda, September 29, 2008 -- In response to the series of devastating hurricanes and tropical storms in the Caribbean, Bacardi Limited, the world's largest privately held spirits company, contributed US\$100,000 to the Pan American Development Foundation (PADF) for disaster relief earmarked for Cuba.

Cuba and other Caribbean countries were devastated by four recent storms—Fay, Gustav, Hanna and Ike. In addition to the thousands of homes that were destroyed in Cuba, crops were ruined, infrastructure damaged and lives disrupted.

“The Bacardi family and Company are deeply saddened by the devastation caused by the recent hurricanes in Cuba. We hope that this donation will help alleviate some of the pain that the Cuban people are experiencing and remind all Cubans that they continue to remain in the hearts and minds of all Cuban exiles,” said Facundo L. Bacardi, Chairman of Bacardi Limited.

PADF, an affiliate of the Organization of American States, creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean—one of the organization's main activities is preparing for and taking action in natural disasters through its Disaster Management Emergency Response Program.

“Bacardi Limited's humanitarian gift for the people of Cuba has gone to provide emergency shelter, food and hygiene kits —what is most needed in response to the storms. PADF is proud to have worked with Bacardi to provide relief and recovery in Cuba,” said John Sanbrailo, Executive Director of PADF.

“This disaster requires assistance from around the world. Bacardi, with its roots in Cuba more than 145 years ago and being Cuba's first multi-national company, encourages companies and individuals to help those in dire need on the island,” added Mr. Bacardi.

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

Bacardi Limited encourages donations from companies and individuals to aid those throughout the Caribbean region through PADF at www.PanAmericanRelief.org, its toll free number (800) 941-0114 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. Bacardi Limited's 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, one of the top-selling premium tequilas 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.

About Pan American Development Foundation

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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