



BACARDI LIMITED

BACARDI LIMITED ‘CHAMPIONS DRINK RESPONSIBLY’ CAMPAIGN WITH MICHAEL SCHUMACHER WINS TOP COMMUNICATIONS AWARD

Hamilton, Bermuda, December 16, 2008 – [Bacardi Limited](#), the largest privately held spirits company in the world, has been awarded best International Communication for its ‘[Champions Drink Responsibly](#)’ campaign at the European Excellence Awards 2008, held in Budapest on December 11. 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.

Bacardi Limited launched ‘[Champions Drink Responsibly](#),’ its first global social responsibility campaign, in January 2008. With only four months to launch the campaign across 40 markets, the Bacardi Limited team worked closely with its representatives around the world to create a program that would work effectively on a global scale. To promote the campaign, Bacardi Limited appointed seven-time Formula One™ world champion [Michael Schumacher](#) as the Bacardi Limited Global [Social Responsibility Ambassador](#). A spectacular media launch at the [Autoworld Museum in Brussels](#) in April 2008 resulted in more than 550 print and online news articles and 50 broadcast clips globally; including a six-minute piece on a leading international cable network. The campaign also received high-level political endorsement by the EU Transport Commission when Bacardi Limited signed the European Road Safety Charter as part of the program.

Last month, Bacardi Limited launched the next phase of the campaign – the opportunity to be in the [passenger seat next to Michael Schumacher](#). In May 2009, the Formula One™ world champion will drive twenty-eight adult consumers from select markets around the world on a race track circuit to raise awareness about the importance of responsible drinking and knowing that drinking and driving don’t mix. The [promotion](#) aims to encourage drivers to know the options available to them to avoid drinking and driving such as using public transportation, taking a taxi, designating a driver, or drinking non-alcoholic cocktails if they must drive.

Bacardi Limited President and Chief Executive Officer [Séamus McBride](#) said, “Bacardi Limited is delighted to have received this prestigious international award as the Company has a long-standing commitment to corporate social responsibility. We strive to continually develop innovative programs to educate consumers in an effort to reduce alcohol harm.”

Bacardi Limited has a [pioneering heritage](#) in social responsibility beginning in 1862 in Cuba with both Bacardi family and company activities. Since then, the Company has produced many memorable programs including: a first-of-its kind responsibility campaign in Mexico in 1931; the award-winning, three decade running “Bacardi mixes with everything but driving” program starting in the 1970s in the U.S.; the successful “Driver’s Corner” in Germany and Austria; as well as the current [“Whatever Your Reason”](#) television campaign in the United States, Thailand and Portugal that touches adult consumers about the personal reasons they have for drinking responsibly.

Bacardi Limited partnered with global public relations firm Burson-Marsteller and brands communication agency 23red to execute this global campaign.

For additional information on the Bacardi Limited ‘Champions Drink Responsibly’ campaign, please visit www.championsdrinkresponsibly.com and www.bacardilimited.com.

For a complete listing of award winners, please visit www.excellence-awards.eu.

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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.

About Burson-Marsteller

Burson-Marsteller (www.burson-marsteller.com), established in 1953, is a leading global public relations and communications firm. It provides clients with strategic thinking and programme execution across a full range of public relations, public affairs, advertising and web-related services. The firm’s seamless worldwide network consists of 71 wholly-owned offices and 58 affiliate offices, together operating in 83 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), one of the world’s leading communications services networks.

About 23red

Established in 2000, 23red (www.23red.com) is an independent advertising agency which specializes in integrated brand communications, based in the UK with offices in London, Nottingham and Bristol.

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