



BACARDI LIMITED

BACARDI LIMITED CELEBRATES ACQUISITION OF 42 BELOW

December 12, 2006, Hamilton, Bermuda - Bacardi Limited, the largest privately held spirits company in the world, today celebrated shareholder acceptance of its offer to acquire the New Zealand spirits company 42 BELOW Limited, best known for its premium 42 BELOW vodkas.

"Bacardi is thrilled to welcome 42 BELOW's young and innovative brands into our global portfolio of premium products," said Andreas Gembler, President and Chief Executive Officer of Bacardi Limited. "With substantial investment, time and nurturing, these brands show long-term potential in the global spirits industry, especially in the growing Asia-Pacific region."

42 BELOW vodka was launched in 1998 in the premium vodka segment and has shown strong volume growth in the last few years.

Known for its innovative, irreverent and entrepreneurial style, 42 BELOW has earned a robust reputation for authentic New Zealand purity, quality and exceptional taste. Such attributes are reflected in its winning numerous prestigious international awards including scoring a 'Grand Slam' clean sweep in 2006 with gold at all four of the world's leading spirit competitions. 42 BELOW was judged New Zealand's fastest growing exporter, fastest growing listed company and fastest growing company overall in the Deloitte Unlimited Fast 50 2005. 42 BELOW vodka is currently distributed in more than 25 countries.

"In addition to acquiring premium brands, we're proud to welcome the 42 BELOW team into the Bacardi family.

The team's passion with regard to their brands and clever strategy have made these fine products a New Zealand success story and will ensure 42 BELOW maintains the New Zealand authenticity which has helped make it a hit," added Mr. Gembler.

Bacardi is acquiring the 42 BELOW brands of 42 BELOW Vodkas, including four flavoured vodkas -- Manuka Honey, Kiwifruit, Feijoa and Passionfruit -- and the newly developed products of SOUTH Gin, STIL Vodkas, SEVEN TIKI White Rum, TAHITI DARK Rum and 420 spring water.

42 BELOW's Chief Vodkas Bloke Geoff Ross said, "We're really honored to become part of a company with such a tremendous reputation. Bacardi has such an impressive track record of investing in and growing brands.

We're so proud that these brands now have the opportunity to become what we always hoped for -- global icons of New Zealand."



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Having reached shareholder acceptance of 90 percent of shares of 42 BELOW Limited under its takeover offer, Bacardi intends to begin compulsory acquisition of the shares for which it does not receive acceptances by December 15, 2006. Bacardi's all-cash offer was for US\$91 million (NZ\$138 million).

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. 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 gin in the spirits industry; CAZADORES blue agave tequila, one of the top-selling 100 percent blue agave tequilas worldwide; MARTINI vermouth, the world-leader in vermouth; and other leading brands. For more information, please visit www.BacardiLimited.com.

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