



BACARDI LIMITED

BACARDI LTD. COMPLETES CHAIRMAN SUCCESSION PLAN

Great-Great Grandson of Company Founder, Facundo Bacardi elected Chairman.

September 26, 2006, Hamilton, Bermuda - The board of directors of Bacardi Limited announced today Facundo L. Bacardi has been elected chairman of the board effective immediately, completing the Company's chairman succession plan. The board held its meeting on Thursday, September 15. Mr Bacardi, 38, has served as vice chairman of the board for 3 years and has been a director of Bacardi Limited since 1993. He is the great-great grandson of the company founder, Don Facundo Bacardí Massó, who created the company in 1862 in Santiago de Cuba.

Mr. Bacardi follows Ruben Rodriguez, chairman since 2000, who retired as chairman, but will remain an active member of the board of directors.

Previously, the board announced both Mr Rodriguez's plans to retire and the intent of the board to elect Mr Bacardi as its ninth chairman in the company's 143-year history.

"I'm honored to be elected chairman of the board. Bacardi Limited has a rich history, which I proudly share from a personal and professional level. My focus will be to drive continued growth and maintain the high caliber of our excellent portfolio of premium products," said Mr Bacardi. "We're fortunate to have Andreas Gembler, a strong CEO with the right experience to move the business forward. I look forward to supporting Andreas and the company's management team, and I welcome the opportunity to lead the board in this new role."

In the past, Mr. Bacardi has been a member of the Nominating and Governance Committee, chairman of the Corporate Strategy and Finance Committee, and chairman of the Search Committee.

Mr. Rodriguez said, "I have known and worked with Facundo for ten years and am confident he will keep Bacardi on a continued path of success for the future." Under Mr Rodriguez, Bacardi saw unprecedented growth in sales and earnings, strengthened its corporate governance and oversaw the successful acquisition of two core brands - Grey Goose vodka and Cazadores blue agave tequila, rounding out the portfolio of premium brands.

The board of directors of Bacardi Limited also announced it has appointed Adolfo L. Danguillecourt and Barry E. Kabalkin as vice chairmen, effective immediately.

Mr. Danguillecourt, 45, is a member of the Bacardi family and has served as a director of Bacardi Limited since 2001. He currently serves as chairman of the Nominating and Governance Committee.



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Mr. Kabalkin, 50, served as executive vice president of Bacardi Limited from 1997 to 2000, and orchestrated the Company's \$2 billion acquisition of Dewar's Scotch whisky, Bombay Sapphire and Bombay gin in 1998. He rejoined Bacardi Limited as a director in 2004. Mr Kabalkin is also the managing director of Pitts Bay Partners in Washington, D.C.

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.

About 42 BELOW

42 BELOW vodka was launched in 1998 in the premium vodka segment and has shown strong volume growth in the last few years. The brand -- known for its innovative, irreverent and entrepreneurial style -- has earned a strong reputation for authentic New Zealand purity, quality and exceptional taste, reflected in winning numerous prestigious international awards. 42 BELOW is the world's most awarded vodka, scoring a 'Grand Slam' clean sweep in 2006 with gold at all four of the world's leading spirit competitions. The super-premium spirits company was listed in first place in the Deloitte Unlimited Fast 50 2005, and named the fastest-growing company in New Zealand. 42 BELOW vodka is currently distributed in more than 25 countries.

Media contacts:

Amy Federman, 305-347-4343

Patricia Neal, 305-446-9050

David Payne, Pead PR, +64 (0) 9 918 5556, +64 (0) 21 660 74