



BACARDI LIMITED

BACARDI LIMITED ELECTS NEW DIRECTORS TO BOARD *- Bacardi further strengthens corporate governance -*

Hamilton, Bermuda, July 10, 2008 -- Facundo L. Bacardi, chairman of Bacardi Limited, the largest privately held spirits company in the world, today announced two new directors have been elected to serve on the Company's board of directors.

“These two highly accomplished individuals bring vast experience in the consumer products and investment banking industries to the Bacardi Limited board of directors,” said Mr. Bacardi. “The appointments continue to reflect the Company’s strong commitment to good corporate governance.”

The newly elected directors are Melanie Liddle Healey and Roman Martinez.

Melanie Liddle Healey has vast expertise in marketing of consumer goods. She serves as group president, global feminine and health care for the Procter & Gamble Company, a \$76.5 billion global company operating in more than 80 countries. Previously Ms. Healey served as president of global feminine care (2005-2007) and vice president of North America feminine care (2001-2005). She joined Procter & Gamble in 1990 and held a variety of marketing roles in Brazil and Mexico on leading P&G brands before being appointed general manager of feminine care for Latin America in 1998. Ms. Healey began her 25 year career in marketing at Johnson & Johnson.

Roman Martinez is the retired managing director of Lehman Brothers, where he had a more than thirty year career with the company. He is currently a private investor and serves on various corporate and non-profit boards including Alliant Techsystems, Inc., CIGNA Corporation and New York Presbyterian Healthcare System. Mr. Martinez is also a member of the Council on Foreign Relations. He has been involved in a broad spectrum of U.S. and international investment banking activities covering advisory as well as financing assignments. Mr. Martinez also headed a sector of Lehman’s investment banking division during 1986-1989, was a member of the board of directors of the Lehman Brothers Division of Shearson Lehman Brothers Inc. during 1989-1993 and a member of the management committee of the investment banking division during 1990-1994.

###

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 premium rum; GREY GOOSE® vodka, the world leader in super premium vodka; MARTINI® vermouth, the world leader in vermouth; 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 in the world; and other leading brands. For more information, visit www.BacardiLimited.com.

Media Contacts:

Patricia Morgan, 441-295-4345

Amy Federman, 305-347-4343

Patricia Neal, 305-573-8511