



Bacardi Limited Names K.C. Kavanagh Chief Global Communications Officer

Starwood Hotels veteran will lead Company's corporate and brand communications

Hamilton, Bermuda, November 29, 2016 – Bacardi Limited, the largest privately held spirits company in the world, today announces the appointment of K.C. Kavanagh as senior vice president and global chief communications officer. Kavanagh reports to Mike Dolan, chief executive officer of Bacardi Limited, and serves on the Company's global leadership team.

Kavanagh will work closely with Dolan and Chairman Facundo L. Bacardi to develop strategic internal and external corporate communications to support the family-owned company's efforts to drive growth globally. She will also collaborate with the Company's brand marketing teams to develop integrated public relations campaigns, social media strategies and content marketing programs for the portfolio of iconic brands. In addition, Kavanagh will oversee the Company's corporate and brand archives ensuring the preservation of legacies, management of assets, and protection of brand trademarks.

"We are delighted to welcome K.C. to the Bacardi team," says Dolan. "Her significant corporate and global experience, coupled with her success in launching and nurturing luxury, lifestyle and next generation brands, dovetails perfectly with our efforts to innovatively market our brands and cultivate meaningful relationships with our consumers around the globe."

Kavanagh joins Bacardi from Starwood Hotels & Resorts Worldwide, Inc. where she was a member of the company's senior leadership team and led global communications for the hotel giant and its 11 brands including Sheraton®, Westin®, St. Regis® and W Hotels®. During her 18-year tenure at Starwood, Kavanagh and her team established Starwood's reputation as a brand-led, innovative powerhouse, and she recently served as a member of the company's deal and integration team during Starwood's merger with Marriott International. Prior to Starwood, Kavanagh oversaw public relations for Hyatt Hotels Corporation.

"I am honored to join a company with such vibrant brands, tremendous global breadth and a storied family history that has inspired a culture of entrepreneurship and pride," adds Kavanagh. "I look forward to working with our team to creatively bring our stories and lore to life across many dynamic platforms."

Kavanagh succeeds Jim Gallagher who has decided to step down from his position at year-end. She will be based at the Company's global headquarters in Hamilton, Bermuda, subject to Bermuda Department of Immigration approval.

About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S®

Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands. Founded 154 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

www.BacardiLimited.com

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Editor's Note

A headshot of Kavanagh is available via www.BacardiLimited.com and BusinessWire.

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