



Bacardi International Limited

KPMG

FOR IMMEDIATE RELEASE

BACARDI INTERNATIONAL LIMITED AND KPMG LAUNCH RECIPROCITY STUDENT SCHOLARSHIP PROGRAM IN BERMUDA

Hamilton, Bermuda, May 11 2011 -- Bacardi International Limited and KPMG today announced the commencement of an innovative Reciprocity Student Program for their undergraduate scholarship winners in Bermuda. The Student Reciprocity Program is a student training program designed to ensure undergraduate scholarship winners of these two organizations receive experience and exposure in both the international sector and the public accounting sector.

This first session of the Reciprocity Student Program for student scholarship winners will be during the summer of 2011.

“Each one of our undergraduate scholarship winners is provided the opportunity to gain valuable experience in their chosen field of accounting by participating in our summer training apprenticeship,” said Stewart Gurr, Bermuda Managing Director of Bacardi International Limited. “To continue the success of the summer student work experience, we have decided to join with a well-regarded public accounting partner to expand the program to ensure our scholarship winners a broader range of relevant work experience.”

The partnership will benefit Bacardi scholarship recipients in providing exposure to the public accounting sector and an approved training office for formal training and studies towards the Chartered Accountant designation in Bermuda. KPMG scholarship recipients will be provided with experience in the international business sector. This is a serious commitment on the part of both companies to ensure their undergraduate scholarship winners receive unparalleled training and experience in a wider range of interests and focus areas in the accounting field.

Bacardi student winners will have the opportunity to spend a period of four consecutive weeks of their summer employment working in the KPMG offices. Likewise, KPMG students will spend a period of four consecutive weeks of their summer employment working in the Bacardi offices. The four week period of reciprocal work assignment is to run concurrently such that Bacardi students are working in the KPMG offices at the same time KPMG students are working at the Bacardi offices.

“Not only will our scholarship students have an opportunity for a broader work experience, but our students will be able to take advantage of the expert guidance of trained professionals in the

accounting field through a student mentor assignment both at KPMG and Bacardi, preparing the recipients for a bright future,” said Craig Bridgewater, Partner with KPMG.

Bacardi students will be assigned to work with the KPMG professionals, including assignment in the audit, or advisory groups. Bacardi student scholarship winners will also be assigned to work with the KPMG students on a community service project offered at KPMG. KPMG students will be assigned to the Bacardi International Limited finance team or the Bacardi Limited global finance team. Bacardi and KPMG students will be assigned a mentor for their full four week reciprocal work assignment at the respective organizations.

Since the Bacardi International Limited scholarship program started five years ago, the Company has had six student scholarship winners training in their offices during the summer months in the field of accounting. The KPMG Scholarship has been in existence for more than 10 years.

Both the KPMG and Bacardi scholarships are valued at \$20,000.00 per annum. In addition, both organizations also offer bursaries for deserving scholars.

Application forms for scholarship may be obtained from the Bacardi or the KPMG receptions, or by emailing scholarshipinfo@bacardi.com or online at www.kpmg.bm.

###

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 and wines. The Bacardi Limited brand portfolio consists of more than 200 brands and labels, including some of the world’s favorite and best-known products: BACARDI® rum, the world’s favorite and best-selling premium rum as well as the world’s most awarded rum; GREY GOOSE® vodka, the world-leader in super premium vodka; DEWAR’S® Blended Scotch whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the world-leader in vermouth; CAZADORES® 100% blue agave tequila, the number-one premium tequila in Mexico and a top-selling premium tequila in the United States; and other leading and emerging brands.

Bacardi was founded in Santiago de Cuba, February 4, 1862, and currently employs more than 6,000 people, manufactures its brands at 27 facilities in 16 countries on four continents, and sells in more than 100 markets globally.

Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. To learn more about Bacardi Limited, visit <http://www.bacardilimited.com>.

About KPMG

KPMG in Bermuda is a professional services firm of over 180 outstanding professionals delivering audit, tax and advisory services to a broad cross-section of local and international companies, with a principal focus on financial services. We work closely with our clients, helping them to mitigate risks and grasp opportunities. We provide industry insight to help organizations negotiate risks and perform in the dynamic and challenging environments in which they do business.

KPMG in Bermuda is a member firm of the KPMG global network of independent firms which include more than 140,000 professional in 146 countries.

KPMG is committed to its communities and our commitment goes to the heart of our values. In Bermuda, our Corporate Social Responsibility Committee works in partnership with registered charities to create shared value and to help our communities grow and prosper.

Media Contacts:

Amy Federman, for Bacardi, 441-294-1110, afederman@bacardi.com
Patricia M. Neal, for Bacardi, 441-294-1110

Stephen Caton, CA, ED, Chief Operating Officer for KPMG, 441-294-2633
stephencaton@kpmg.bm