



****FOR IMMEDIATE RELEASE****

**TEQUILA CAZADORES® PRESENTS MMA FIGHTER FRANK MIR WITH
THE NINTH AUTHENTIC SPIRIT AWARD**

MIAMI (December 11, 2009) – Tequila CAZADORES®, the number-one premium tequila in the world¹ and Official Spirits Sponsor of the Ultimate Fighting Championship® (“UFC®”), recognizes one UFC fighter each month with the Tequila CAZADORES Authentic Spirit Award. The fighter embodies the core values of the brand demonstrating an authentic spirit in heart, mind, body, and action.

The ninth recipient of the Tequila CAZADORES Authentic Spirit Award truly embodies the award in every aspect. Heavyweight fighter, Frank Mir will proudly accept this award at UFC 107 in Memphis, Tenn.

Born into a mixed martial arts family, Mir has studied multiple principles of the sport, perfecting various art forms throughout his life. After a near career-ending motorcycle accident in 2004, Mir continued to show he has the heart of a champion. Never giving up hope, Mir dedicated himself to making a comeback. Mir is a two-time former UFC Heavyweight Champion, who hopes to reclaim the UFC Heavyweight Title.

Frank Mir showcases his dedication through his performance both inside the Octagon™ and out, which include his charitable endeavors. Raising four kids with his wife Jennifer, Mir understands the importance of a strong family foundation. He has become an avid supporter of St. Jude’s Ranch for Children, a nonprofit organization whose mission is to serve all abused, abandoned and neglected children and families, creating new chances, new choices and new hope in a safe, homelike environment. He actively contributes his time and energy to raise awareness to break the cycle of child abuse and provides help, hope and support to children and families of abuse. As winner of the Authentic Spirit Awards, Tequila CAZADORES will present Mir with an Authentic Spirit Award plaque and \$1,000 donation made in his name to St. Jude’s Ranch for Children in Nevada.

“As the ninth winner in this exciting program, Frank Mir has demonstrated how being passionate, dedicated and courageous can incite inspiration and hope in others,” said Ariel Meyer, vice president and brand managing director, Tequila CAZADORES. “This reflects the core beliefs of our brand and demonstrates the success of both the program and sponsorship.”

The Authentic Spirit Award is an honor that is presented to the UFC fighter who best exemplifies one of the following qualities: social responsibility, commitment to the MMA art form, or good sportsmanship. Each month the winning fighter will be presented with a plaque and a \$1,000 check from Tequila CAZADORES to the fighter’s charity of choice. These monthly awards will culminate with a larger award presented to the fighter who best exemplifies all the qualities over the course of the year. A \$10,000 check from Tequila CAZADORES will be presented to this winner with the full proceeds benefiting the fighter’s charity of choice.

Tequila CAZADORES is the Official Spirit Sponsor of the Ultimate Fighting Championship® (“UFC®”) through March 2010. UFC is the world’s leading professional mixed martial arts organization (“MMA”) that offers a premier series of MMA sporting events. The sponsorship will introduce the authentic experience and taste of Tequila CAZADORES to UFC adult fans (21+) around the world.

¹ 2007 International Wine & Spirit Record (IWSR)

Handcrafted in the highlands of Jalisco, Mexico, the premier agave growing region, Tequila CAZADORES is an authentic 100% agave tequila deeply rooted in heritage. This makes it the best way to salute the authentic spirit of the UFC contenders.

About Tequila CAZADORES®

Tequila CAZADORES is the maker of the number-one premium tequila in the world² and the number-one Reposado Tequila in California³. It is renowned as one of the most popular premium tequilas in Mexico. Tequila CAZADORES is made with 100 percent blue agave grown, harvested and distilled in the Highlands of Jalisco, Mexico, recognized as the premier agave growing region in the world, resulting in a smoother, more flavorful taste. For additional information about Tequila CAZADORES please visit www.cazadores.com.

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import, sales and marketing arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDI® rum, the world's favorite and best-selling premium rum, as well as the world's most awarded premium 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 premium gin in the world; CAZADORES® blue agave tequila, the number-one premium tequila in the world; MARTINI® vermouth, the world-leader in vermouth; and other leading and emerging brands.

About The Ultimate Fighting Championship®

The Ultimate Fighting Championship® is the world's leading professional mixed martial arts organization and offers the premier series of MMA sports events. Owned and operated by Zuffa™, LLC, and headquartered in Las Vegas, Nev., UFC® produces over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Bell ExpressVU, SaskTel Max™, Shaw Pay-Per-View, Viewers Choice, and WOWOW in Japan, and Premiere Combate and SporTV in Brazil, and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world. For more information, or current UFC fight news, visit ufc.com or uk.ufc.com or ufcespanol.com.

#

For additional information:

Melanie Klausner, Account Supervisor
CORBIN-HILLMAN COMMUNICATIONS
Melanie@corbinpr.com
(646) 233-0453

Joe Gerbino, Senior Manager, Corporate Communications & Public Relations
BACARDI U.S.A., INC.
jgerbino@bacardi.com
(786) 264-8421

DRINK RESPONSIBLY. DISFRUTE CON MODERACION

®2009 CAZADORES IS A REGISTERED TRADEMARK AND THE DEER DEVICE IS A TRADEMARK.
IMPORTED BY TEQUILA CAZADORES U.S.A., SEAL BEACH, CA. TEQUILAS - EACH 40% ALC. BY VOL.

Ultimate Fighting Championship®, Ultimate Fighting®, UFC®, The Ultimate Fighter®, Submission®, As Real As It Gets®, Zuffa™, The Octagon™ and the eight-sided competition mat and cage design are registered trademarks, trademarks, trade dress or service marks owned exclusively by Zuffa, LLC in the United States and other jurisdictions. All other marks referenced herein may be the property of Zuffa, LLC or other respective owners.

² 2007 International Wine & Spirit Record (IWSR)

³ 2009 The Nielsen Company