

Pernod Ricard completes the disposal of Serkova Vodka to Amvyx SA

Press release - Paris, 19 January 2009

Pernod Ricard announces today that it has sold Serkova Vodka, its vodka brand in the Greek market, to Amvyx SA, having secured the agreement of the European Commission.

As part of its acquisition of V&S Vin & Sprit AB, finalised on 23 July 2008, Pernod Ricard made a commitment to the European Commission to divest a number of brands including Serkova Vodka.

As of 2 January 2009, Pernod Ricard Hellas, Pernod Ricard's subsidiary in Greece, has taken over the distribution in Greece of Absolut vodka, Level vodka and Plymouth Gin from the previous distributor Amvyx S.A.

Amvyx SA is a major producer, importer and distributor of wines and spirits for the Greek market.

About Pernod Ricard

Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with consolidated sales of € 6,589 million in 2007/08.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson's Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.

The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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