



PRESS RELEASE - FOR IMMEDIATE RELEASE

Vranken-Pommery Monopole - 2008 Business Review

- Revenue stable overall in 2008
- Champagne revenue up 1%

(REIMS - JANUARY 22, 2009) - Vranken-Pommery Monopole, a major producer and distributor of Champagne, today released its 2008 business review.

BUSINESS ANALYSIS

IFRS - in millions of euros	2008	2007	% change	
			Reported	like-for-like*
Consolidated revenue for the year ended December 31	285.8	286.8	- 0.3%	+ 0.3%
Of which Champagne	268.2	265.5	+ 1.0%	+ 1.2%

*At comparable scope of consolidation and exchange rates

Revenue for 2008 totaled €285.8 million, essentially unchanged from 2007.

Revenue rose by 0.3% like-for-like (at comparable scope of consolidation and exchange rates), but declined by 0.3% as reported, reflecting a negative currency effect of €0.5 million and the announced discontinuation of industrial services, which reduced revenue by €1.3 million compared with the previous year.

"Despite 2008's challenging business environment, our Group is pleased and proud to have enjoyed another year of growth, with champagne sales increasing by around 1%," said Paul-François Vranken, Chairman and Chief Executive Officer. "We feel sure that the solid positions established in 2008 will support Vranken-Pommery Monopole's business in 2009 and 2010. Deeply rooted in champagne and committed to its ethical values and corporate governance principles, Vranken-Pommery Monopole will continue to promote its exceptional champagne brands around the world."

▪ Analysis by product

- Champagne revenue, which accounted for 94% of the consolidated total, rose 1% to €268.2 million.
- Sales remained high in the fourth quarter, at €143.2 million, confirming the sustained demand for champagne and the strength of the Group's distribution network.
This reflects the resilience of branded champagnes in today's economic environment and the success of ongoing efforts to improve the product mix in 2008.
The Diamant and Demoiselle de Vranken brands enjoyed strong growth during the year, with sales rising by around 3.5% compared with 2007.
Sales of Pommery, the Group's premium global brand, rose by more than 4% over the year.
- During the year, the Group continued to develop its **Port** wines, under the Rozès and Sao Pedro brands, and to reposition its **Vins des Sables** (Listel) and **Vins de Provence** (La Gordonne) lines.

▪ Analysis by region

- Champagne sales in **France** rose by 0.7% during the year.
- In **export** markets, champagne sales rose by 1.5% as reported (1.9% at comparable exchange rates).
- In **Europe**, sales increased considerably in Belgium, the Netherlands and Switzerland, easily offsetting the decline in the United Kingdom.
- Sales in **Japan** continued to rise.
- In the **United States**, the local subsidiary completed its takeover of the Pommery distribution network and the Group expanded its duty-free operations, thereby limiting the decline in sales in a contracting market.

SIGNIFICANT EVENTS

During the year, the Group created a subsidiary in Italy and took over direct distribution of its products in the market. The full impact of Pommery's repositioning and the development of on-trade distribution networks should be felt in 2009.

INVESTOR CALENDAR

2008 financial results: March 26, 2009

ABOUT VRANKEN-POMMERY MONOPOLE

Vranken-Pommery Monopole is one of the world's leading Champagne groups. Its portfolio of leading champagne brands comprises Cuvée Louise, seasonal champagnes, POP de Pommery, Diamant, Demoiselle de Vranken, Charles Lafitte and Heidsieck & Co Monopole. It is also present in premium port wines, with Rozès and Sao Pedro, and is positioned as a prime distributor of rosé wines, with Vins des Sables (Domaines Listel *gris de gris* wines) and Vins de Provence (Château La Gordonne rosé wines), which it markets worldwide.

Vranken-Pommery Monopole had 2008 revenue of €285.8 million. Taking into account the distribution of Listel products, business volume, net of marketing agreements, amounted to more than €350 million worth of value-added products.

The Vranken-Pommery Monopole share is traded on Eurolist by Euronext. (VRAP; ISIN: FR0000062796).

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