



Pernod Ricard sells Bisquit Cognac to the South-African group Distell

Press release - Paris, 2 March 2009

Pernod Ricard announces that it has signed an agreement to sell its cognac brand Bisquit and associated inventories to Distell Group Limited for 31 million euros. The transaction also includes a distribution agreement covering France, Belgium, Switzerland and Luxembourg. Current distribution arrangements in the other countries will remain in place for a transition period.

This disposal is part of the non strategic assets disposal plan communicated after the Vin & Sprit acquisition.

The transaction is subject to the approval of the South African regulatory authorities.

Distell Group Limited is South Africa's leading producer of wines, spirits and ready-to-drinks (RTDs). The Group is listed on Johannesburg Stock Exchange (JSE). Distell employs over 4 200 people and have an annual turnover in excess of €700million.

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 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 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.

Shareholders' agenda: 2008/09 3rd Quarter sales– Thursday 30 April 2009

Contacts Pernod Ricard

Francisco de la VEGA / Communication VP
Denis FIEVET / Financial Communication - Investor Relations VP
Florence TARON / Press Relations Manager

Tel: +33 (0)1 41 00 40 96
Tel: +33 (0)1 41 00 41 71
Tel: +33 (0)1 41 00 40 88