



Pernod Ricard sells Grönstedts Cognac to Altia and Star Gin, Red Port and Dry Anis to Arcus Gruppen AS

Press release - Paris, 1 April 2009

Further to the acquisition of V&S in July 2008, and Pernod Ricard's subsequent commitments towards the European Commission, Pernod Ricard announced on 18 December 2008 the signing of an agreement with the Norwegian group Arcus Gruppen AS regarding the disposal of Grönstedts Cognac, Star Gin, Red Port and Dry Anis. This transaction was subject to approval by the European Commission.

The approval was granted for the disposal of Star Gin, Red Port and Dry Anis, and the transaction relating to these three brands was completed yesterday.

Regarding Grönstedts, the European Commission expressed concerns on an acquisition by Arcus Gruppen AS, due to the combined market share in Sweden of Grönstedts and Arcus' cognac brand Braastad.

Consequently, the acquisition arrangements of Grönstedts by Arcus Gruppen AS were terminated, and Pernod Ricard signed an agreement with the Finnish group Altia for the acquisition of this brand. This new transaction is subject to approval by the European Commission.

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

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