

Appointment of Gilles BOGAERT as Deputy Managing Director in charge of Finance.

Press release - Paris, April 3rd, 2009

Gilles BOGAERT is appointed Deputy Managing Director in charge of Finance, replacing Emmanuel BABEAU who decided to leave the Group. This departure will take place on July 1st, and Gilles BOGAERT's appointment will come into effect on the same date.

As such Gilles BOGAERT will join the Group management team around Pierre PRINGUET, Chief Executive Officer, and comprising three other Deputy Managing Directors, Thierry BILLOT (Brands), Michel BORD (Distribution Network) and Bruno RAIN (Human Resources).

Gilles BOGAERT, age 40, is graduated from ESCP Business School. After four years at Arthur ANDERSEN, he joined PERNOD RICARD in July 1995 as Internal Auditor. In November 1998, he was appointed Finance and Administration Director of PERNOD RICARD ARGENTINA before joining, in February 2002, PERNOD RICARD CENTRAL & SOUTH AMERICA (CESAM) as Finance and Administration Director. In June 2003, he became Director of Audit and Business Development of PERNOD RICARD and as such participated actively in the acquisitions of ALLIED DOMECQ and V&S. Since July 2008, he is Chairman & CEO of PERNO RICARD BRASIL.



Gilles BOGAERT's replacement will be announced at a later date.

Commenting this appointment Pierre PRINGUET declared: "*Emmanuel BABEAU played an important role in the Group development over these recent years and I wish him full success in his new career. Gilles BOGAERT, who knows perfectly the Group having been assigned both functional and operational positions during these past 14 years, was an obvious choice to become his successor; this demonstrates again our ability to detect and develop talents within the Group*".

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
Florence TARON / Press Relations Manager
Denis FIEVET / Financial Communication - Investor Relations VP

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