



Pernod Ricard Japan to carry on distribution of Chivas in Japan starting as of September 30, 2009

Press release - Paris, April 9th, 2009

Pernod Ricard and Kirin have agreed to terminate their distribution arrangement under which Kirin has distributed Chivas Regal and other Pernod Ricard brands in Japan since January 1, 2006. Termination will be effective as of September 30, 2009. Pernod Ricard Japan will carry out distribution of these brands from October 1, 2009. The standstill agreement between Kirin and Pernod Ricard, whereby Kirin has agreed not to transfer its Pernod Ricard shares before the date of termination of the Distribution Agreement will also terminate on September 30, 2009.

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 & Spirit (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.

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