



Pernod Ricard to integrate Malibu-Kahlúa International brands into The Absolut Company on July 1st, 2009

Press release - Paris, April 6th, 2009

Following the successful acquisition of Allied Domecq in 2005 and since its creation in 2006, Malibu-Kahlúa International (MKI), a subsidiary of Pernod Ricard, has created strong marketing foundations for Malibu, and its two liqueur brands Kahlúa and Tia Maria.

Malibu is the number one coconut-flavoured rums in the world, sold in more than 150 countries. Kahlúa and Tia Maria are the Group two coffee liqueurs, Kahlúa being the world's leader in its category.

Recognizing the need to significantly increase the level of support behind these dynamic brands and to maximise efficiency, Pernod Ricard has decided to leverage the resources of The Absolut Company (TAC), the Swedish subsidiary in charge of the leading brand of Premium Vodka, Absolut, which offers many synergies.

As a result, the Malibu-Kahlúa International brands will be consolidated within The Absolut Company and will be managed out of Stockholm, Sweden effective with the new fiscal year 2009/10, July 1st, 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 & 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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