



Appointments of:

- **Francisco de la Vega as Managing Director of Pernod Ricard Swiss**
- **Olivier Cavil as Communications Vice-President of Pernod Ricard**

Press release – Paris, July 20, 2009

Francisco de la Vega, currently Communications Vice-President of Pernod Ricard, has been appointed Managing Director of Pernod Ricard Swiss. He is replaced by Olivier Cavil who becomes Communications Vice-President of Pernod Ricard. Olivier Cavil is currently Communications Director of G.H. Mumm & Perrier-Jouët. Their appointments will be effective from August 3, 2009.

Francisco de la Vega, 54, has a Masters in Business Management and a French postgraduate diploma (DESS) in Marketing at La Sorbonne. Following 7 years marketing and sales experience at Lesieur and Mars Group, he joined Pernod Ricard in 1987 where he successively held the positions of Head of Group Alcohol Marketing and then Marketing Director during 7 years. In 1997, he became Managing Director of Pernod Ricard Canada before being appointed Managing Director of Pernod Ricard Argentina. Since 2003, he has been Communications Vice-President of Pernod Ricard.



Olivier Cavil, 36, is graduated from IEP (Paris) and has a French postgraduate diploma (DESS) in Marketing. After 5 years within TBWA as Account Director for ABSOLUT Vodka, Olivier worked for Nicolas Feuillatte Champagnes for 3 years as Communications Manager. Then in 2004, he joined Allied Domecq as Communications Director for G.H Mumm & Perrier-Jouët, a position he has held in Pernod Ricard since 2005.



About Pernod Ricard

Created by the merger of Pernod and Ricard in 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 of Vin & Sprit (2008) have made the Group 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. Pernod Ricard favours a decentralised organisation, with 6 "Brand Owners" and 70 "Distribution Companies" established in each key market, and employs a workforce of more than 19,300 people. The Group is strongly committed to a sustainable development policy and encourages responsible consumption of its products. 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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