



Not for distribution directly or indirectly in the United States, the United Kingdom, Canada or Japan.

The distribution of this document in certain jurisdictions, may be restricted by law. Persons into whose possession this document comes are required to inform themselves about and to observe any such restrictions.

This document does not constitute an offer, or an invitation to apply for, or an offer or invitation to purchase or subscribe for any securities either in the United States or in any other jurisdiction which may be subject to restrictions. Securities may not be offered or sold in the United States unless they are registered or exempt from registration under the U.S. Securities Act of 1933, as amended. The Bonds have not been and will not be registered under the U.S Securities Act.

Pernod Ricard prepares a Euro bond issue

Press release - Paris, 10 March 2010

Pernod Ricard has mandated Barclays Capital, HSBC, Mitsubishi UFJ Securities International and Natixis with respect to an Euro-denominated bond issue. Final timing of the transaction will be subject to market conditions.

About Pernod Ricard

Created in 1975 by the merger of Pernod and Ricard, 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 consolidated sales of € 7,203 million in 2008/09.

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 employs a workforce of nearly 19,000 people and operates through decentralised organisation, with 6 "Brand Owners" and 70 "Distribution Companies" established in each key market.

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.

Contacts Pernod Ricard

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

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



DISCLAIMER

NO COMMUNICATION AND NO INFORMATION IN RESPECT OF THE OFFERING BY PERNOD RICARD OF THE BONDS MAY BE DISTRIBUTED TO THE PUBLIC IN ANY JURISDICTION WHERE A REGISTRATION OR APPROVAL IS REQUIRED. NO STEPS HAVE BEEN OR WILL BE TAKEN IN ANY JURISDICTION WHERE SUCH STEPS WOULD BE REQUIRED. THE OFFERING AND/OR SUBSCRIPTION OF THE BONDS ARE SUBJECT TO SPECIFIC LEGAL OR REGULATORY RESTRICTIONS IN CERTAIN JURISDICTIONS. PERNOD RICARD TAKES NO RESPONSIBILITY FOR ANY VIOLATION OF ANY SUCH RESTRICTIONS BY ANY PERSON.

THIS ANNOUNCEMENT DOES NOT, AND SHALL NOT, IN ANY CIRCUMSTANCES CONSTITUTE A PUBLIC OFFERING NOR AN INVITATION TO THE PUBLIC IN CONNECTION WITH ANY OFFER.

THIS ANNOUNCEMENT IS NOT A PROSPECTUS WITHIN THE MEANING OF DIRECTIVE 2003/71/EC OF THE EUROPEAN PARLIAMENT AND THE COUNCIL OF NOVEMBER 4TH, 2003 (AS IMPLEMENTED IN EACH MEMBER STATE OF THE EUROPEAN ECONOMIC AREA, THE "PROSPECTUS DIRECTIVE").

WITH RESPECT TO THE MEMBER STATES OF THE EUROPEAN ECONOMIC AREA, WHICH HAVE IMPLEMENTED THE PROSPECTUS DIRECTIVE (EACH, A "RELEVANT MEMBER STATE"), NO ACTION HAS BEEN UNDERTAKEN OR WILL BE UNDERTAKEN TO MAKE AN OFFER TO THE PUBLIC OF THE BONDS REQUIRING A PUBLICATION OF A PROSPECTUS IN ANY RELEVANT MEMBER STATE. AS A RESULT, THE BONDS MAY ONLY BE OFFERED IN RELEVANT MEMBER STATES:

- (A) TO LEGAL ENTITIES WHICH ARE AUTHORIZED OR REGULATED TO OPERATE IN THE FINANCIAL MARKETS OR, IF NOT SO AUTHORISED OR REGULATED, WHOSE CORPORATE PURPOSE IS SOLELY TO PLACE SECURITIES;*
- (B) TO ANY LEGAL ENTITY WHICH MEETS TWO OR MORE OF THE FOLLOWING CRITERIA: (1) AN AVERAGE OF AT LEAST 250 EMPLOYEES DURING THE LAST FINANCIAL YEAR; (2) A TOTAL BALANCE SHEET OF MORE THAN € 43 MILLION; AND (3) AN ANNUAL NET TURNOVER OF MORE THAN € 50 MILLION, AS PER ITS LAST ANNUAL OR CONSOLIDATED ACCOUNTS;*
- (C) IN ANY OTHER CIRCUMSTANCES, NOT REQUIRING PERNOD RICARD TO PUBLISH A PROSPECTUS AS PROVIDED UNDER ARTICLE 3(2) OF THE PROSPECTUS DIRECTIVE.*