



## **Pernod Ricard Group sells Marqués de Arienzo™, its related Bodega and vineyards for a cash consideration of € 28 million**

**Press release – Paris, July 22<sup>nd</sup>, 2010**

Pernod Ricard announces the disposal, by its subsidiary Domecq Bodegas, of Spanish wine brands Marqués de Arienzo™ and Viña Eguía™, the related Bodega and 358 hectares of vineyards and lands to a consortium of buyers made up of Vinos de los Herederos del Marqués de Riscal SA and Gangutia S.L. (Bodegas Muriel) for a cash consideration of €28 million on a debt free / cash free basis.

The transaction was signed and the cash consideration was paid simultaneously on July 21st, 2010.

Pernod Ricard was advised in this transaction by BBVA Corporate Finance and Cuatrecasas-Gonçalves-Pereira.

### **About Vinos de los Herederos del Marqués de Riscal SA**

*Vinos de los Herederos del Marqués de Riscal has always been a pioneer company seen as a reference in its sector. It turned to be the first bodega in 1858 to elaborate its wines based on methods coming from Bordeaux region. In 1972, it was also the first bodega to impulse the development of Denomination of Origin Rueda, where its much vaunted White wines are elaborated. More recently it opened the Ciudad del Vino with a frontrunner building conception from the architect Frank O. Gehry, which is known as the most vanguardish work performed to date by a Spanish bodega. Marqués de Riscal distributes its products within more than 92 countries. They have received the highest international awards and benefit from many references in specialized press.*

### **About Gangutia S.L.**

*The Bodegas Muriel-Gangutia Group is currently managed by the Murúa family's third generation (Murúa Gangutia), which has developed its Rioja wines commercialization, selling 80% of its wines in international markets.*

### **About Pernod Ricard**

*Pernod Ricard is the world's co-leader in Wines and Spirits with consolidated sales of € 7,203 million in 2008/09. Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).*

*Pernod Ricard owns one of the most prestigious brand portfolios in the sector: Absolut Premium Vodka; Ricard pastis; Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies; Jameson's Irish Whiskey; Martell cognac; Havana Club rum; Beefeater gin; Kahlúa and Malibu liqueurs; Mumm and Perrier-Jouët champagnes; and Jacob's Creek, Montana, Campo Viejo and Graffigna wines.*

*The Group believes in a decentralised organisation, with 6 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of around 19,000 people. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption of its products.*

*Pernod Ricard's strategy and ambitions are founded on 3 key values that guide its development: entrepreneurial spirit, mutual trust and a strong sense of ethics.*

*Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.*

*To read more, please go to [www.pernod-ricard.com](http://www.pernod-ricard.com)*

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