

Pernod Ricard sells cognac Renault brand for a cash consideration of €10 million

Press release - Paris, 14 October 2010

Pernod Ricard announces that it has signed an agreement to sell the cognac Renault brand together with some finished products inventories to Altia, for a cash consideration of €10 million.

The closing of the transaction is subject to clearance by the Swedish and Norwegian competition authorities.

A transitory distribution agreement between Pernod Ricard Finland and Altia has also been concluded.

Pernod Ricard was advised in this transaction by Gide Loyrette Nouel.

Shareholders' agenda: 1st quarter 2010/11 sales – Thursday 21 October 2010

About Altia

Altia is a service company producing, distributing, marketing and selling alcoholic beverages in the Nordic and Baltic countries. Altia's own brands, such as Blossa, Grönstedts, Koskenkorva, Jaloviina, Maximus, O.P. Anderson, Explorer, Skåne Akvavit and Chill Out have a strong market position and a long heritage we want to cherish. The company also represents international quality brands from all over the world.

Altia has a wide production, sales and logistics network in Nordic and Baltic area, with which we serve our customers and suppliers close to markets. Annual net sales amounts to approximately 500 million euros. The amount of personnel is approximately 1 200.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute 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, Brancott Estate (formerly Montana), Campo Viejo and Graffigna wines.

Pernod Ricard employs a workforce of about 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" 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's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a 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.

Please visit our website for more information: www.pernod-ricard.com

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