



**Pernod Ricard Group sells Lindauer™ together with the related inventories and assets for a cash consideration of NZD 88 million (circa € 47 million)**

**Paris, 18 October 2010**

Pernod Ricard announces the disposal, by its subsidiary Pernod Ricard New Zealand, of Lindauer™ and several other New Zealand wine brands from Gisborne and Hawke's Bay together with their related inventories and assets to a consortium of buyers made up of Lion Nathan New Zealand and Indevin for a cash consideration of NZD 88 million (circa € 47 million).

The transaction was signed on October 18, 2010.

The closing of the transaction is subject to the New Zealand Overseas Investment Office's clearance.

Pernod Ricard was advised in this transaction by Rabobank and Bell Gully.

**About Lion Nathan New Zealand**

*Lion Nathan New Zealand is a business unit of Lion Nathan National Foods, Australasia's largest food and beverage company. Our success is built on the foundations of great people and great brands. In New Zealand, we employ more than 1000 people and boast a portfolio of some of New Zealand's most adored brands in beer, wine, spirits and RTD's including Steinlager, Speight's, Wither Hills, Daniel Le Brun, Smirnoff, Coruba, William Grants & Sons, Jose Cuervo, Bacardi and 42 Below.*

**About Indevin**

*Indevin are New Zealand's largest independent contracting winemakers and provide tailored wine making services to clients of all sizes. Indevin operate two "one stop" wineries in Marlborough and Hawke's Bay with a capacity of 30,000 tonnes per annum. They also have an experienced team of fully qualified winemakers, cellar and laboratory staff who work with clients to produce a multitude of award winning New Zealand wines.*

**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](http://www.pernod-ricard.com)*

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