



Spanish Supreme Court confirms the ownership of Havana Club trademark by Pernod Ricard joint venture

For the third time Spanish Courts refused Bacardi's attempt to challenge the ownership of the famous trademark for Cuban rum

Madrid, February 3, 2011

The Supreme Court of Spain today confirmed the Havana Club joint venture's ownership of the Havana Club trademark in Spain. This is the third time the Spanish courts have rejected Bacardi's challenge to the joint venture's rights over the trademark. The joint venture's ownership was previously recognised by the Spanish lower court in 2005 and then again on appeal by the Provincial Court of Madrid in 2007.

Ian FitzSimons, General Counsel, Pernod Ricard: "This decision is a victory for the Havana Club brand. This was a blatant attempt by our competitor, Bacardi, to claim rights in a trademark more than 30 years after an unused registration had expired. Our business in Spain was built from scratch and today sells more than 2.7 million litres in the country."

"This judgment allows us to continue to develop in Spain our great range of authentic Cuban rums", said Philippe Coutin, Managing Director, Pernod Ricard Spain.

Havana Club trademark is well-known in Spain, registered in more than 120 countries around the world and has become one of the most valuable brands in the spirits industry. Havana Club Cuban rum is the number 2 international rum worldwide (excluding the US market) and is also listed as the third highest brand on IWSR's list of Elite brands.

About Havana Club

Havana Club is amongst the fastest growing spirit brands worldwide, having experienced double digit growth nearly every year since the 1993 joint venture between the Cuban company Corporation Cuba Ron S.A. and the Pernod Ricard Group.

The sales of Havana Club reached 3.5 million 9-liter cases in the fiscal year ending June 2010.

In 2009, Havana Club ranked 23rd in the Impact Top 100 (source: Impact database of international brands of premium international spirits).

The company is based in Havana and exports to 124 countries throughout the world, with the exception of the USA, where Cuban products are banned due to the trade embargo.

Please visit our website for more information: www.havana-club.com



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, Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of 18,000 people covering 70 markets worldwide. 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: entrepreneurship 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

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