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Successful completion of Pernod Ricard's € 1 billion 6-year bond issue

Paris, 8 March 2011

Amount: EUR 1 billion
Final maturity: March 15th 2017
Settlement: March 15th 2011
Format: Fixed Rate Notes
Coupon: 5%
Reoffer price: 99.595%
Margin over mid swap reference rate: +193 basis points
ISIN Code: FR0011022110

PERNOD RICARD, whose long-term senior debt is rated Ba1 by Moody's, BB+ by Standard & Poor's and BB+ by Fitch, today set the terms of its new bond issue denominated in Euro.

The transaction was well received by the market and generated orders close to €4 billion, enabling the Group to benefit from improved funding conditions currently available in the capital markets while further diversifying its funding sources through a rebalancing of its mix of bank loans and bond debt.

The net proceeds of the issue will be used to redeem part of the Group's syndicated loan, thus extending the maturity profile of its external debt.

Placement was made outside the US across a range of qualified investors, in particular in the UK, Germany, Switzerland, Italy and France.

Application has been made to the Luxembourg Stock Exchange for the Bonds to be listed on the official list of the Luxembourg Stock Exchange.

Pernod Ricard has appointed Crédit Agricole CIB, ING Groep NV, Mediobanca SpA, Banco Santander SA and Royal Bank of Scotland Group Plc as joint bookrunners managers of this issue.



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 nearly 18,000 people and operates through a 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's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurship 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. For further information, please visit our website: www.pernod-ricard.com

Next communication

- Phone conference: Asia region - Monday 21 March 2011 (a phone conference for the Europe region is planned for Thursday 16 June 2011 and a phone conference for the Americas region is planned for Thursday 15 December 2011)
- 2010/11 3rd quarter sales– Thursday 5 May 2011

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