



Pernod Ricard Group sells its minority shareholding in Suntory Holdings Limited for a cash consideration of 4.66 billion Yen

Press release – Paris, April 4th, 2011

Pernod Ricard Group announces the sale of its minority shareholding in Suntory Holdings Limited (*circ.* 1%). The shareholding has been bought back by Suntory Holdings Limited for a cash consideration of 4.66 billion Yen (*circ.* 40m Euros), which has been received on April 4th, 2011.

The sale of the shareholding does not change the close relationship between the two groups and the ongoing development of their joint business in Japan, which continues to distribute certain Pernod Ricard brands, principally Ballantine's, Beefeater, Kahlúa and Malibu.

Pernod Ricard was advised in this transaction by Nomura and Nagashima Ohno & Tsunematsu.

About Suntory

Suntory, founded in 1899, is the leading food and beverage company in Japan, with an extensive product portfolio consisting of whisky, beer, wine, healthy foods and soft drink, with consolidated sales of 1,742 billion Yen in 2010 and a workforce of approximately 25,000 employees in the world. Suntory has been significantly increasing its global presence through strategic alliance and acquisition in US, Europe and Asia Pacific. Suntory's mission has been not only to offer high-quality products to enrich its customers' daily lives, but also to emphasize cultural and social contribution activities.

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 Pernod Ricard communication:

2010/11 3rd quarter sales – Thursday 5 May 2011

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