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Successful completion of Pernod Ricard's first US dollar bond issuance US\$1billion due 2021

Paris, April 5, 2011

Amount: US\$ 1 billion
Final maturity: April 7, 2021
Settlement: April 7, 2011
Format: Fixed rate
Coupon: 5.75 %
Reoffer price: 99.065%
Margin over benchmark Treasury: +245 basis points
Reg S Notes: CUSIP F7061BAK6; ISIN USF7061BAK64
Rule 144A Notes: CUSIP 714264AA6; ISIN US714264AA62

Pernod Ricard, whose long-term senior debt is rated Ba1 by Moody's, BB+ by Standard & Poor's and BB+ by Fitch, carried out today its first U.S. dollar denominated bond issuance by way of a private placement to institutional investors.

This transaction was highly successful, generating orders in excess of US\$ 6 billion, allowing the Group to benefit from very favorable funding conditions, diversify its sources of financing with an expanded base of institutional investors, including qualified institutional buyers in the US, and extend the maturity profile of its debt.

The net proceeds of the issuance will be used to repay a portion of US dollar-denominated loans under its syndicated credit agreement.

J.P. Morgan, Bank of America Merrill Lynch, BNP Paribas, CM-CIC and Goldman Sachs acted as lead managers for this bond issuance.



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 decentralized organization, with 6 "Brand Owners" and 70 "Distribution Companies" established in each key market. The Group is strongly committed to a sustainable development policy and encourages responsible consumption of its products. 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

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

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