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## **Pernod Ricard Places US\$ 1billion of Notes**

**Paris, April 5, 2011**

Pernod Ricard will issue and sell US\$ 1 billion aggregate principal amount of its 5,75% Fixed-Rate Notes due 2021.

The transaction will enable the Group to benefit from favorable funding conditions in the capital markets while further diversifying its sources of financing through a rebalancing of its mix of bank loans and bond debt.

The net proceeds of the issue will be used to repay a portion of US dollar denominated loans under the Group's syndicated credit agreement, thus extending the maturity profile of its external debt.

The Notes will be issued on or about April 7<sup>th</sup>, 2011, the expected settlement date of the Notes.

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

### **Next communication**

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

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