



## Co-option of Laurent Burelle

Paris, 4 May 2011

During the meeting of 4 May 2011, the Board of Directors of Pernod Ricard co-opted Laurent Burelle to replace Lord Douro, who has resigned from his duties for personal reasons.

The co-opting of Laurent Burelle will be subject to approval by the next Annual General Meeting, to be held on 15 November 2011.



Laurent Burelle  
61 years of age, French national  
Business address: Compagnie Plastic Omnium  
1, rue du Parc  
92300 Levallois Perret, France

Laurent Burelle graduated as an engineer from the Zurich Federal Institute of Technology (Switzerland) and holds a Master of Sciences from MIT (USA).

He has spent his entire career with Compagnie Plastic Omnium and in particular served as Chairman and Chief Executive Officer of Plastic Omnium Spain between 1977 and 1981 and as Vice-Chairman and Chief Executive Officer of Compagnie Plastic Omnium between 1981 and 2001.

Laurent Burelle has been Chairman and Chief Executive Officer of Compagnie Plastic Omnium since 2001.

He is also a director of Lyonnaise de Banque, Labruyère Eberlé and Fondation Jacques Chirac.

### **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 Companies" 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)

### **Contacts Pernod Ricard**

Denis FIEVET / Financial Communication – Investor Relations VP  
Stéphanie SCHROEDER / External Communications Deputy Director  
Alison DONOHOE / Investor Relations  
Florence TARON / Press Relations Manager

Tel: +33 (0)1 41 00 41 71

Tel: +33 (0)1 41 00 42 74

Tel: +33 (0)1 41 00 42 14

Tel: +33 (0)1 41 00 40 88