



## **Pernod Ricard Group sells its shares in Georgian Wine and Spirits LLC**

**Press release - Paris, 29 June 2011**

Pernod Ricard announces the disposal, by its affiliate Pernod Ricard Europe, of its shares in Georgian Wine and Spirits LLC to JSC Marussia (Georgia).

Georgian Wine and Spirits LLC is a Georgian company that owns among others the wine brands Old Tbilisi, Tamada and related assets.

Pernod Ricard was advised in this transaction by BGI Legal.

### **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, 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)*

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### **About Marussia Beverages**

*JSC Marussia (Georgia) is a fully-owned subsidiary of the Dutch wine and spirits group Marussia Beverages BV, which itself was established in 2004, and belongs to a privately owned Swedish parent company. The Marussia group of companies benefits from a long-term growth strategy and is targeting the development of an international portfolio of high quality and prestigious in-house brands of wines and spirits, recognised by both industry and consumers as "Best in Class" and promoted by an innovative and dynamic marketing and sales approach. The group's current activities are focused on Amsterdam, London, Moscow, Paris, and Tbilisi, with further international distributors planned for the near future. The group's existing in-house brands include the wines of Chateau Mukhrani, Mamont Vodka, Clos Martin armagnac, Black Ship whisky, Aviator brandy, and the Paulsen Collection of ultra-premium spirits.*

### **Contact Marussia Beverages**

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