



Pernod Ricard signs a joint-venture agreement with Tequila Avi3n

An ultra-premium tequila joins Pernod Ricard brand portfolio

Paris, July 20th 2011

Pernod Ricard announces today the signing of a joint venture agreement with the company Tequila Avi3n for the purpose of producing and promoting the ultra-premium tequila brand Avi3n™. Pernod Ricard will hold a minority interest in this joint venture and will be the exclusive worldwide distributor of the brand.

Created in July 2010, Avi3n™ has since enjoyed a strong growth, becoming an ultra-premium tequila of choice in many high-end venues in the US.

The structure of the transaction does not impact the group indebtedness (other than the non material initial contribution to the joint venture).

Commenting on this transaction, Pierre Pringuet, Pernod Ricard's Chief Executive Officer, stated, "I'm thrilled about the addition of this high-end tequila to our portfolio. This transaction illustrates Pernod Ricard's will to seize new growth opportunities while maintaining its priority of deleveraging."

About Tequila Avi3n

Tequila Avi3n is a company created in 2009 by Ken Austin and Kenny Dichter aiming at producing, promoting and distributing Avi3n™, the ultra-premium tequila that defines a new standard of quality and taste - "Taste Elevated". Produced by fifth generation agave growers from the finest Blue Weber agave found in the highest regions of Jalisco, Mexico, Avi3n™'s distinct flavors are achieved through a combination of slow-roasting at lower temperatures to protect the natural flavors of the agave and an ultra-slow filtration process that creates an unusually smooth taste profile. Avi3n™ is available in Silver, Reposado and Anejo varieties. Recently, Avi3n™ was awarded three medals, including two Double Gold at the San Francisco World Spirits Competition. To learn more, please visit tequilaAvion.com or the brand's Facebook fan page Tequila Avi3n.

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

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