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Successful completion of Pernod Ricard's US dollar bond issuance US\$1.5 billion due 2022

Press Release - Paris, 21 October 2011

Amount: US\$ 1.5 billion
Final maturity: January 15, 2022
Settlement: October 25, 2011
Format: Fixed rate
Coupon: 4.45%
Reoffer price: 99.746%
Margin over benchmark Treasury: +230 basis points
Reg S Notes: CUSIP F7061BAL4; ISIN USF7061BAL48
Rule 144A Notes: CUSIP 714264AD0 ; ISIN US714264AD02

Pernod Ricard, whose long-term senior debt is rated Baa3 by Moody's, BBB- by Standard & Poor's and BB+ by Fitch, carried out Thursday 20 October a 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\$ 5.5 billion, allowing the Group to benefit from very favorable funding conditions, diversify its sources of financing and extend the maturity profile of its debt.

Gilles Bogaert, Managing Director in charge of Finance, stated: *"We are very pleased with the outcome of this bond issue, which was carried out with particularly attractive financial conditions, only a few weeks after the Group's rating was upgraded to 'investment grade' by both Moody's and Standard & Poor's. It is in keeping with a proactive management of our financing, particularly in US dollars, which has led to a reduction in bank funding to less than 45% of our debt."*

The net proceeds of the issuance will be used to repay portion of loans under the syndicated credit agreement.

J.P. Morgan, Barclays Capital Inc., Banco Bilbao Vizcaya Argentaria S.A., Deutsche Bank Securities Inc., HSBC Securities (USA) Inc. and Natixis Securities Americas LLC 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 € 7,643 million in 2010/11. 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 as 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 "Market 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: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR000120693) and is a member of the CAC 40 index.

Pernod Ricard financial calendar

- 15 November 2011 Annual General Meeting for the 2010/11 financial year
- 16 February 2012 2011/12 half-year sales and results
- 26 April 2012 2011/12 third quarter sales

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