



Press Release - Paris, 28 October 2011

Implementation of a liquidity contract on Pernod Ricard's share

As of November 2nd, 2011 and for a period of six months automatically renewable for successive periods of one year, PERNOD RICARD has requested SG SECURITIES (PARIS) SAS to implement a liquidity contract in accordance with the Charter of Ethics established by the AMAFI and approved by the AMF on March 21st, 2011.

For the implementation of this contract, the following resources have been allocated to the liquidity account:

- 10,000,000 euros, knowing that the initial amount credited to the liquidity account is 5,000,000 euros, the balance of which could be called by SG SECURITIES (PARIS) SAS upon approval from PERNOD RICARD.

PERNOD RICARD's shares (code ISIN: FR0000120693) are listed on the NYSE Euronext Paris regulated market.

Pernod Ricard financial calendar

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| - 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 |

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 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 "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: FR0000120693) and is a member of the CAC 40 index.

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