



Havanista®: registered trademark in the U.S, will be the first genuine Cuban rum to be distributed nationwide by Havana Club International

Pernod Ricard, taking note of the Supreme Court's decision, announces the launch of Havanista® in the U.S if the embargo is lifted

Paris, May 14th, 2012

Decision of the Supreme Court

Today, the U.S Supreme Court refused to review the controversial decision of the Court of Appeals of the District of Columbia which had prevented the renewal of the Havana Club trademark registration in the U.S, in application of Section 211 (also known as "Bacardi Bill"). Section 211 has been condemned by the World Trade Organization and the U.S Chamber of Commerce.

Pernod Ricard emphasises that:

- The Havana Club trademark was legally registered in the US for 35 years.
- The decision of the Supreme Court does not confer any right to the Havana Club trademark on any third party.
- Outside of the U.S, the Havana Club brand is marketed in over 120 markets worldwide and the joint-venture has always successfully defended its ownership of the trademark in these countries.

Launch of Havanista® in the US if the embargo is lifted

In light of this decision, Pernod Ricard announces the registration of the trademark Havanista® with the USPTO. Produced and bottled in Cuba, Havanista® is a premium Cuban rum specifically aimed at the U.S market, which will be launched if the embargo is lifted. Havanista® will be a celebration of Cuban taste and culture in a genuine Cuban rum. It will benefit from the same high-level production processes and quality requirements as the Havana Club range.

Jérôme Cottin-Bizonne, CEO of Havana Club International, the joint-venture between Pernod Ricard and Corporación Cuba Ron, comments: "With Havanista®, if the embargo is lifted, we will be happy to bring the unique quality and taste of Cuban rum to U.S consumers." He concludes: "If you like Havana Club – you will love Havanista®!"

Havana Club International has proven its expertise in high-quality Cuban rum through the production of the iconic Havana Club rum, distributed in over 120 markets worldwide. Havana Club sales have multiplied ten-fold during the past 18 years and should reach the 4 million cases milestone this year. Acclaimed all over the world, with its key markets being Germany, Cuba, Spain and Italy, Havana Club is listed as No. 3 on the 2010 IWSR list of Elite Brands and as no. 22 on the 2011 Impact Top 100 list of global spirits brands.

Pernod Ricard organizes a press-conference with webcast today at 5:30 pm (Paris Time). Should you want to participate, please contact Stephanie Schroeder (stephanie.schroeder@pernod-ricard.com) who will provide you with the necessary access data.



Pernod Ricard

Créateurs de convivialité

About Havana Club International

Havana Club International is a joint venture between the Cuban company Corporación Cuba Ron S.A. and the Pernod Ricard Group. The company is based in Havana, Cuba.

It owns the brands Havana Club, distributed in more than 120 countries throughout the world, and Havanista, trademark specifically designed for the US market.

Havana Club is amongst the fastest growing spirit brands worldwide, having experienced double digit growth nearly every year since the 1993. The sales of Havana Club reached 3.84 million 9-liter cases in the year 2011. In 2011, Havana Club ranked 22nd in the Impact Top 100 (source: Impact database of international brands of premium international spirits).

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 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: 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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