

## **Pernod Ricard sells Grönstedts Cognac, Star Gin, Red Port and Dry Anis to Arcus Gruppen AS**

### **Press release - Paris, 18 December 2008**

Pernod Ricard signed an agreement with Arcus Gruppen AS yesterday evening for the disposal of the Grönstedts Cognac, Star Gin, Red Port and Dry Anis brands.

As part of the acquisition of V&S Vin & Sprit AB, finalised on 23 July 2008, Pernod Ricard has committed to the European Commission to divest these brands.

The transaction should be completed early in 2009 after obtaining the agreement of the relevant competition authorities, namely including approval by the European Commission according to the terms of its decision dated 17 July 2008.

Arcus Gruppen AS, is a Norwegian company and an 83% subsidiary of the Swedish investment company Ratos.

### **About Pernod Ricard**

*Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with consolidated sales of € 6,589 million in 2007/08.*

*Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson's Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.*

*The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.*

*Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.*

*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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