



LAURENT-PERRIER

Press Release

Tours-sur-Marne, 27 May 2010

Michel Boulaire appointed Chairman of Management Board of the Laurent-Perrier Group

Etienne Auriou and Michel Fauconnet join Management Board

On Thursday 27 May 2010 the Laurent-Perrier Group Supervisory Board appointed Michel Boulaire as Chairman of the Management Board, taking over from Stéphane Tsassis, who has decided to leave the House.

The Supervisory Board thanks Stéphane Tsassis for his dedication and energy within the company in a difficult economic environment, and wishes him every success in his subsequent career.

Michel Boulaire has agreed to perform this duty during a transitional period. Moves to recruit a new Chairman are already underway.

The Supervisory Board also appointed Etienne Auriou, currently Chief Financial Officer, and Michel Fauconnet, currently Cellar Master and Head of Vineyards, Supply and Production, to the Laurent-Perrier Group Management Board. They will join the two other members of the Management Board, Alexandra Pereyre de Nonancourt and Stéphanie Meneux de Nonancourt.

The Management Board thus now combines the main functions of the House to ensure strategic continuity, pursue commercial development, and galvanise the Laurent-Perrier workforce in order to take advantage of nascent economic recovery.



Michel Boulaire, 62, has extensive professional experience in the world of wine and spirits and has been entrusted with several Chief Executive mandates and corporate development roles. He knows Laurent-Perrier well after carrying out a number of consultancy assignments there since 2006.

Etienne Auriiau, 45, joined the Laurent- Group as Chief Financial Officer in 2005 after a decade's international professional experience in financial functions. He oversees the Accounting, Management Control, Information Systems, Human Resources, and Legal Affairs departments.

Michel Fauconnet, 58, has worked for the Laurent-Perrier Group throughout his career to date. His career in production, which he knows intimately due to his hands-on experience in every position, took him to his present position as Cellar Master and Head of Vineyards, Supply and Production in February 2004.

Laurent-Perrier is one of the few champagne houses listed on the French stock exchange dedicated exclusively to champagne and focused on the premium segment. Laurent-Perrier offers a broad range of products renowned for their quality, and sold under the brands Laurent-Perrier, Salon, Delamotte, and Champagne de Castellane.

ISIN: FR 0006864484

Laurent-Perrier belongs to compartment B of Euronext Paris.

Bloomberg: LAUR FP

It is part of the CAC Mid Small 190, CAC Small 90, SBF SM and SBF 250 indices.

Reuters: LPER.PA

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