



**Press release**

**TURNOVER IN FIRST HALF OF 2011  
GROWTH IN LINE WITH FORECAST : + 5 %**

Reims, 21 July 2011

| In millions of euros                                  | 2011         | 2010         | Variation      |
|---|--------------|--------------|----------------|
| <b>Turnover Q1</b>                                    | <b>57.7</b>  | <b>54.4</b>  | <b>+ 6,0 %</b> |
| <b>Turnover Q2</b>                                    | <b>69.0</b>  | <b>66.3</b>  | <b>+ 4.1 %</b> |
| <b>Accumulated turnover as at 30 June</b>             | <b>126.7</b> | <b>120.7</b> | <b>+ 5.0 %</b> |
| <i>of which Wines – Sable de Camargue et Provence</i> | <i>27.8</i>  | <i>29.0</i>  | <i>- 4.1 %</i> |
| <i>of which Champagne and other</i>                   | <i>98.9</i>  | <i>91.7</i>  | <i>+ 7.8 %</i> |

The Vranken-Pommery Monopole group is in line with the forecast increases in business activity, reflected by a growth in turnover of 5 % as at 30 June 2011, and of 7,8 % without Sable de Camargue and Provence wine activity.

The Champagne market recorded an upturn in shipping in the first half of 2011.

Vranken-Pommery Monopole is continuing with the good start in the year in the traditional networks both in France and on Export markets. The growth recorded is more sustained on the Export markets (+13,8 % for the Champagne activity in subsidiaries).

The Group's world brands - Vranken, Pommery, Heidsieck & C° Monopole - are following an upward trend in the context of the Group's strategy aimed at substantially improving the product mix.

With regards to the wine business activity – Sable de Camargue and Provence -, the process of refocusing on the Domaines Listel and the Château La Gordonne brands is continuing and leads to a progressive decrease in turnover to the profit of value.

These satisfactory performances back up the outlook of the group regarding the development of its business and the improvement of its operating margin by highlighting its Brands within its integrated distribution network.

**Forthcoming statements**

First half-year result: 31 August 2011

**About Vranken-Pommery Monopole**

Vranken-Pommery Monopole is the second largest champagne group. Its portfolio of leading champagne brands comprises VRANKEN, with its Diamant and Demoiselle vintages, POMMERY with its Louise and POP vintages, CHARLES LAFITTE and HEIDSIECK & CO MONOPOLE. The company owns the premium ROZES and TERRAS DO GRIFO port wine brands. Finally, the group is the leading distributor of rosé wines with Sable de Camargue - gris de gris wines – from DOMAINES LISTEL and Côtes de Provence – rosé wines – from the CHATEAU LA GORDONNE.

The Vranken-Pommery Monopole group owns the largest vineyard in Europe spread among Champagne, Provence, the Camargue and Portugal.

Vranken-Pommery Monopole is listed on the NYSE Euronext Paris and Brussels.  
(Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

**Contacts**

**Vranken-Pommery Monopole:**  
Paul Bamberger, General Manager  
+ 33 3 26 61 62 34, pbamberger@vrankenpommery.fr

**Press**  
Claire Doligez, +33 1 53 70 74 25, cdoligez@image7.fr  
Caroline Simon, +33 1 53 70 74 65, caroline.simon@image7.fr