



PRESS RELEASE

2009 FIRST-QUARTER REVENUES: 40.48 MILLION EUROS

Reims, April 28th, 2009 – 5:45 pm

DOWNTURN OVER THE FIRST QUARTER

The BCC Group recorded 40.48 million euros in consolidated revenues for the first quarter of 2009, down 29.3% at constant exchange rates. Shipments for the Group's houses have been hit by the major stock reductions carried out by distributors and importers, in addition to their comparison with what had been a particularly dynamic first quarter in 2008.

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the BCC Group's consolidated revenues would have come out at 40 million euros, down 25.6% at constant exchange rates.

However, as each year, BCC would like to remind you that the first quarter's business is not particularly significant and represents only around 16 to 18% of sales for the full year.

STRATEGY FOR A GLOBAL CHAMPAGNE PLAYER

In a difficult economic climate, BCC is reasserting its strategy to be present on all distribution channels, from entry-level to luxury ranges, thanks to its various Houses whose positionings dovetail effectively with one another.

Information on the outlook for 2009 will be provided with the earnings release for the first half of 2009.

NEXT DATE

General meeting to be held at 10 am on June 5th, 2009 at Champagne LANSON

BCC fully owns seven Champagne Houses

- **Champagne Lanson** (Reims), the prestigious international brand.
- **Champagne Boizel** (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets.
- **Champagne Chanoine Frères** (Reims), wines intended primarily for the mass retail market (Chanoine brand), notably with the **Tsarine** Grande Cuvée range.
- **Champagne Philipponnat** (Mareuil sur Aÿ), which owns the prestigious **Clos des Goisses**, with wines available on selective retail markets.
- **Champagne De Venoge** (Epernay), also sold on selective retail markets, notably with its **Louis XV** Grande Cuvée.
- **Champagne Alexandre Bonnet** (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors), as well as the **Ferdinand Bonnet** brand.

- **Maison Burtin** (Epernay), a mass retail supplier and owner of the **Besserat de Bellefon** brand, distributed through traditional networks (restaurants, wine stores).

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