



PRESS RELEASE

2010 FIRST-QUARTER REVENUES: 48.83 MILLION EUROS

Reims, May 6th, 2010 – 5:45 pm - The BCC Group recorded 48.83 million euros in consolidated revenues for the first quarter of 2010, up 20.6% in relation to the first quarter of 2009.

Improvement over the first quarter

Today, shipments for the Group's Houses are better aligned with consumption.

Excluding the brokerage business CGV, sales increased by 10.1% over the first quarter of 2010, similar to the level for the first quarter of 2007. However, sales for the first quarter of 2009 (-27.1%) had been affected by the destocking in the global dissolution channels, while the first quarter of 2008 (+15.1%) had been exceptionally dynamic.

As each year, BCC would like to remind you that the first quarter's business is not particularly significant and represents only around 15 to 16% of sales for the full year.

Constant strategy for a global champagne player

BCC is reasserting its long-term value development strategy and its policy, moving in the right direction, to not ignore any market niches. The quality of its relations with the vineyard, the quality of its wines, the growing strength of its brands, the effectiveness of its production tools and the responsible approach underpinning its management represent the foundations for the sustainable development of the Group, the world's second-largest producer of Champagne wines.

Information on the outlook for 2010 will be provided with the earnings release for the first half of 2010.

Next date: General Meeting to be held at 10 am on June 4th, 2010 at Champagne LANSON, Reims

BCC fully owns seven Champagne Houses

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

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