



PRESS RELEASE

REVENUES FOR THE FIRST NINE MONTHS OF 2010

Reims, Thursday November 4th, 2010, 5:45 pm – The LANSON-BCC Group recorded 15.8% growth in its consolidated revenues over the first nine months of 2010, up to **167.50 million euros**, compared with 144.61 million euros at September 30th, 2009.

In view of a better consumption trend and a certain level of restocking among retailers, the Champagne wine market showed a 21% increase in volume at September 30th, 2010 (CIVC provisional figure), whereas it was down 17% at September 30th, 2009 (source: CIVC).

For LANSON-BCC, **volumes for the first nine months of 2010** are up 7.5%, thanks to 39% export growth, while volumes increased 3.3% over the first nine months of 2009, thanks to 22% growth on the French market. The various Houses of the Group, a global Champagne player, dovetail effectively with one another, enabling it to be present across all market segments, from secondary brands, less dynamic this year, to the more favorable segments for export sales and superior vintages, primarily Champagne Lanson.

In the third quarter of 2010, consolidated revenues totaled **63.16 million euros** (+12.4% in relation to the third quarter of 2009), confirming the good trend for business.

For the first nine months of 2010, consolidated revenues came to **167.50 million euros**, compared with 144.61 million euros at September 30th, 2009, up 15.8%, compared with an 11.9% contraction at September 30th, 2009.

Excluding the brokerage business (CGV), which is traditionally subject to fluctuations, consolidated revenues represented 60.14 million euros for the third quarter of 2010 (+9.1% in relation to the third quarter of 2009). Consolidated revenues for the first nine months of 2010 come out at 154.81 million euros (+8.7%).

It is important to remember that the fourth quarter accounts for around 45 to 50% of Champagne wine consumption.

Outlook

The fourth quarter of 2009 saw a clear upturn in sales. An equivalent fourth quarter in 2010 could, despite the increase in the cost price of bottles sold this year and the disruption to transport in October, enable the LANSON-BCC Group to end 2010 with a better performance than in 2009.

2010 full-year revenues will be released on Tuesday February 8th, 2011 (after close of trading).

<p style="text-align: center;">LANSON-BCC fully owns seven Champagne Houses:</p> <ul style="list-style-type: none"> - 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 exclusively available through selective retail channels, primarily in leading restaurants. - Champagne Alexandre Bonnet (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors). 	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: BCCP.PA Bloomberg: LAN:FP www.lanson-bcc.com</p> <hr/> <p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 investisseurs@lanson-bcc.com</p> <hr/> <p>CALYPTUS Cyril Combe Tel: +33 1 53 65 68 68 cyril.combe@calyptus.net</p>
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