



PRESS RELEASE

COMBINED GENERAL SHAREHOLDERS' MEETING ON MAY 19TH, 2011

APPROVAL OF RESOLUTIONS

Reims, May 19th, 2011 - 5:45 pm – LANSON-BCC is announcing that the company's Combined Ordinary and Extraordinary General Meeting has today approved all of the resolutions put forward. On this occasion, LANSON-BCC's Board of Directors announced that it had decided to carry out the free allocation of one new share for 10 existing shares.

DIVIDEND OF 0.35 EUROS PER SHARE

LANSON-BCC's shareholders adopted all the resolutions put forward, including the approval of the corporate and consolidated financial statements for the year ended December 31st, 2010, as well as the payment of a dividend of 0.35 euros per share (and not 0.40 euros as indicated in the documentation issued prior to the General Meeting on May 19th, 2011). As for the previous year, this dividend represents 10% of consolidated net income, with the continued priority to consolidate the financial balance in terms of the Group's balance sheet.

The ex-dividend date is set for May 24th, 2011, after close of trading, with this dividend to be paid out on May 27th, 2011 based on the closing positions on May 26th, 2011.

ONE BONUS SHARE AWARDED FOR EVERY 10 EXISTING SHARES HELD

The General Meeting was informed that LANSON-BCC's Board of Directors, as authorized by the previous General Meeting, has decided on a 5,578,490 euro capital increase, through the incorporation of reserves. This operation will see the creation of 557,849 new shares, which will be freely awarded on July 12th, 2011, with one new share for every 10 existing shares held, based on the closing positions on June 30th, 2011.

This measure is intended to thank the shareholders for their loyalty.

In this way, the company's capital will be raised from 55,784,920 euros to 61,363,410 euros on July 12th, 2011.

The new shares will be held on a registered or bearer basis, as chosen by subscribers.

In accordance with the legal and regulatory provisions in force, the rights of holders will be represented by a registration in their name:

- With the issuer for pure registered securities and, for those who wish to do so, with the authorized intermediary of their choice for administered registered securities,
- With the authorized intermediary of their choice for bearer securities.

Entitlements forming fractions of shares will not be eligible for trading or transfer (FR0004027068); the corresponding shares will be sold, and the sums from such sales will be allocated to the holders of the rights on July 19th, 2011.

Allocation requests will be received at no cost from July 1st to 12th, 2011(inclusive) by CM-CIC Securities, Département Emetteur, 6 avenue de Provence, 75009 Paris, France (Euroclear affiliated member 025).

Once created, these shares will be fully assimilated with existing shares, will be entitled to the same rights and will be subject to all the bylaw provisions and decisions taken at General Meetings.

These 557,849 shares will be subject to a request for admission on Euronext Paris Compartment B.

<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> <p>CALYPTUS Cyril Combe Tel: +33 1 53 65 68 68 cyril.combe@calyptus.net</p>
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