



## CAPITAL INCREASE THROUGH THE AWARDING OF BONUS SHARES COMPENSATION FOR FRACTIONS

PRESS RELEASE

**Reims, July 11th, 2011 - 5:45 pm**

On May 19th, 2011, the Board of Directors, under the delegation granted to it by the eighteenth resolution from the Combined General Meeting on June 4th, 2010, decided to increase the company's capital through the incorporation of reserves, with the awarding of bonus shares based on one new ordinary share for every 10 existing shares.

On July 1st, 2011, Euroclear detached the non-tradable allocation rights, based on the balances for securities recorded at the end of June 30th, 2011.

The new shares will be registered in shareholders' accounts by July 12th at the latest. Shareholders with a number of securities that cannot be divided by 10 hold "fractions", which will be subject to compensation, credited on July 19th, 2011.

Following the awarding of these new shares, Lanson-BCC's capital now comprises 6,136,341 shares with a par value of €10, representing a share capital of €61,363,410.

<p style="text-align: center;"><b>LANSON-BCC fully owns seven Champagne Houses:</b></p> <ul style="list-style-type: none"> <li>- <b>Champagne Lanson</b> (Reims), the prestigious international brand.</li> <li>- <b>Champagne Chanoine Frères</b> (Reims), wines intended primarily for the European mass retail market (Chanoine brand), notably with the <b>Tsarine</b> Cuvée range.</li> <li>- <b>Champagne Boizel</b> (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets.</li> <li>- <b>Maison Burtin</b> (Epernay), a European mass retail supplier and owner of the <b>Besserat de Bellefon</b> brand, distributed through traditional networks (restaurants, wine stores).</li> <li>- <b>Champagne De Venoge</b> (Epernay), sold on selective retail markets, notably with its <b>Louis XV</b> grande cuvée.</li> <li>- <b>Champagne Philipponnat</b> (Mareuil sur Aÿ), which owns the prestigious <b>Clos des Goisses</b>, with wines exclusively available through selective retail channels, primarily in leading restaurants.</li> <li>- <b>Champagne Alexandre Bonnet</b> (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors).</li> </ul>	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: BCCP.PA Bloomberg: LAN:FP <a href="http://www.lanson-bcc.com">www.lanson-bcc.com</a></p> <hr/> <p><b>LANSON-BCC</b> Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 <a href="mailto:investisseurs@lanson-bcc.com">investisseurs@lanson-bcc.com</a></p> <p><b>CALYPTUS</b> Cyril Combe Tel: +33 1 53 65 68 68 <a href="mailto:cyril.combe@calyptus.net">cyril.combe@calyptus.net</a></p>
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