



PRESS RELEASE

## 2011 FIRST-HALF REVENUES: 109 MILLION EUROS

**Reims, Tuesday August 30th, 2011- 5:45 pm** - The LANSON-BCC Group recorded 109 million euros in consolidated revenues for the first half of 2011, compared with 104.3 million euros at June 30th, 2010 (+4.5%).

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to 99.3 million euros (+4.9%).

More specifically, the Group's business has benefited from the dynamic performances achieved by Champagne Lanson, with its export rate reaching 77%, as well as Champagne Tsarine.

Revenues in million euros (excl. CGV)	2010	2011	Change (%)
Q1	44.1	51.9	+17.9
Q2	50.6	47.4	-6.4
<b>H1</b>	<b>94.7</b>	<b>99.3</b>	<b>+4.9</b>

### Very positive half-year earnings

Thanks to a positive price mix effect (+5.6%) and effective control over costs, the Group's consolidated net income at June 30th, 2011 will be considerably higher than the level recorded at June 30th, 2010.

Nevertheless, like each year, it is important to note that LANSON-BCC records around one third of sales over the first six months of the year, but half of fixed costs, and profitability at June 30th is not representative of the level for the whole year.

**The audited and definitive results for the first half of 2011 will be released on Monday September 12th (after close of trading).**

<p><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 also available on selective retail markets as well as 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> <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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