



PRESS RELEASE

REVENUES FOR THE FIRST NINE MONTHS OF 2011

Reims, Thursday November 3rd, 2011, 5:45 pm – The LANSON-BCC Group recorded 169.39 million euros in consolidated revenues for the first nine months of 2011, compared with 167.50 million euros at September 30th, 2010, up +1.1%.

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to **157.20 million euros**, an increase of **+1.6%**.

Revenues in million euros (excl. CGV)	2010	2011	Change (%)
First quarter	44.1	51.9	+17.7
Second quarter	50.6	47.4	-6.4
Third quarter	60.1	57.9	-3.7
Total for 9 months	154.8	157.2	+1.6

Over the period, the global champagne wine market (source: CIVC) increased by 5%, compared with 14.7% growth for the first nine months of 2010. In this climate, LANSON-BCC recorded a 5.6% drop in its sales volumes, after increasing them by 7.5% over the first nine months of 2010. Its strategy as a global Champagne player, built around the effective fit between its Houses, means that it is able to cope with variations in the market. In this way, thanks to a positive price mix effect (+5.6%), 2011 could enable the LANSON-BCC Group to achieve growth in its earnings.

However, it is important to remember that the fourth quarter accounts for around 45% of Champagne wine consumption. As a result, the level of consumption at the end of 2011 will be decisive. However, faced with a complex global situation and sluggish economic outlook, we must adopt a highly cautious approach. In this way, the LANSON-BCC Group is not releasing any full-year forecasts for 2011.

2011 full-year revenues will be released on Tuesday February 7th, 2012 (after close of trading).

<p>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 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). 	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP www.lanson-bcc.com</p> <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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