



PRESS RELEASE

2011 REVENUES: 310.15 MILLION EUROS

Reims, Tuesday February 7th, 2012, 5:45 pm - The LANSON-BCC Group recorded 310.15 million euros in full-year consolidated revenues for 2011, up 1.6%.

Business developments

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to 287.45 million euros (+0.9%). This performance is lower than the initial targets set, but still satisfactory considering the decline in consumption during the second part of the year.

€'000,000	2011	2010	Change
9 months	169.39	167.50	+1.1%
4th quarter	140.76	137.65	+2.3%
Year to December 31st	310.15	305.15	+1.6%

Consolidated revenues for the fourth quarter of 2011 represented 45% of the full-year figure, reflecting the traditional seasonal trend for Champagne wine sales.

Total shipments for the Champagne industry as a whole are expected to have climbed to around 324 million bottles in 2011, up +1.4% (figure to be confirmed at the end of February). In this climate, LANSON-BCC recorded a 7.7% contraction in its sales volumes, but it is important to note that they had previously increased by 6% in 2010.

2011 earnings

2011 earnings will be released after close of trading on March 26th, 2012.

Despite the increase in the cost price of bottles sold over the year, a positive price mix effect should enable the LANSON-BCC Group to maintain a satisfactory level of earnings.

LANSON-BCC fully owns seven Champagne Houses	Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP www.lanson-bcc.com
<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>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>