



PRESS RELEASE

COMBINED GENERAL SHAREHOLDERS' MEETING ON MAY 24TH, 2012

APPROVAL OF RESOLUTIONS

Reims, May 24th, 2012 - 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, with the exception of those relating to capital increases reserved for employees who are members of the company savings scheme.

This General Meeting approved the corporate and consolidated financial statements for the year ended December 31st, 2011, and set the amount of the dividend for 2011 at 0.35 euros per share.

Identical to the previous year's figure, this dividend represents 10% of consolidated net income, with the priority still to retain the bulk of earnings within the business and consolidate the financial balance in terms of the Group's balance sheet.

The ex-date for this dividend has been set for June 7th, 2012, after close of trading. It will be paid out on June 13th, 2012 based on the positions at close of trading on June 12th, 2012.

<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 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: 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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