



PRESS RELEASE

COMBINED GENERAL SHAREHOLDERS' MEETING ON MAY 24TH, 2013

APPROVAL OF RESOLUTIONS AND UPCOMING ALLOCATION OF ONE NEW BONUS SHARE FOR EVERY 10 EXISTING SHARES HELD

Reims, Friday May 24th, 2013, 5:45 pm - LANSON-BCC held its Combined Ordinary and Extraordinary General Meeting today at the Champagne Lanson site in Reims.

Approval of resolutions

All the resolutions were adopted, including the approval of the corporate and consolidated financial statements for the year ended December 31st, 2012, as well as the payment of a dividend of 0.35 euros per share.

Identical to the amount paid the previous year, this dividend represents 11.1% of consolidated net income. The Group's shrewd management and the decision over the past few years to retain almost 90% of net income within the business have contributed towards an improvement in its financial structure.

The ex-date for this dividend has been set for May 27th, 2013, after close of trading.

It will be paid out on May 30th, 2013.

One bonus share for every 10 existing shares

The General Meeting was also informed that, on March 26th, 2013, the Board of Directors, as authorized by the previous General Meeting on May 24th, 2012, decided to award one (1) new bonus share for every ten (10) existing shares held on June 5th, 2013, after close of trading.

This operation will see the creation of 587,596 bonus shares awarded between June 6th and 19th, 2013. This operation represents a 5,875,960 euro capital increase, through the incorporation of reserves, taking the share capital up from 58,759,580 euros to 64,635,540 euros.

This measure is intended to thank the shareholders for their loyalty.

Form of new shares: the new shares will be held on a registered or bearer basis, as chosen by subscribers.

In accordance with the legal and regulatory provisions in force, the rights of holders will be represented by a registration in their name:

- With the issuer for pure registered securities and, for those who wish to do so, with the authorized intermediary of their choice for administered registered securities,
- With the authorized intermediary of their choice for bearer securities.

Allocation rights: entitlements will be determined based on the balances for securities recorded under code FR0004027068 at the end of June 5th, 2013. Entitlements forming fractions of shares will not be eligible for trading or transfer; the corresponding shares will be sold; the sums from such sales will be allocated to the holders of the rights by June 26th, 2013 at the latest.

Allocation requests will be received at no cost from June 6th to midday on June 18th, 2013 by CM-CIC Securities, Département Emetteur, 18 avenue de Provence, 75009 Paris, France (Euroclear affiliated member 025).

<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> <hr/> <p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 investisseurs@lansonbcc.com actionnaires@lansonbcc.com</p> <p>CALYPTUS Communications consultant Cyril Combe Tel: +33 1 53 65 68 68 cyril.combe@calyptus.net</p>
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