

Combined General Meeting of 5 November 2008

- **Cash dividend: € 1.32 per share (+4.7%)**
- **Renewal of terms of office as Directors of Patrick Ricard, Pierre Pringuet and Rafaël Gonzalez-Gallarza**
- **Appointment of Wolfgang Colberg and César Giron as new Directors**

Decisions of the Board of Directors' meeting held at the end of the General Meeting

- **Separation of the duties of Chairman and Chief Executive Officer**
- **Appointment of Patrick Ricard as Chairman of the Board of Directors**
- **Appointment of Pierre Pringuet as Chief Executive Officer**

Press release - Paris, 5 November 2008

Combined General Meeting of 5 November 2008

+4.7% increase in cash dividend

Pernod Ricard's shareholders approved the 2007/08 consolidated and parent company financial statements at 30 June 2008 and decided to approve the payment of a dividend distribution of € 1.32 per share, an increase of 4.7% compared to the previous financial year. An interim dividend of € 0.63 was paid on 3 July last and the balance of € 0.69 will be released on 13 November (the date of record) and payable with effect from 18 November 2008.

Two new Directors

The General Meeting decided to renew the terms of office as Directors of Patrick Ricard, Pierre Pringuet and Rafaël Gonzalez-Gallarza and to appoint two new Directors, Wolfgang Colberg (independent director) and César Giron.

Decisions of the Board of Directors' meeting held at the end of the General Meeting

New Group Governance

At the meeting that followed today's Combined General Meeting, the Board of Directors decided to proceed with the separation of the duties of the Chairman of the Board of Directors from those of the Chief Executive Officer, pursuant to the Company's bylaws.

- As announced at the General Meeting of 7 November 2007, Patrick Ricard has resigned his executive duties at the head of Pernod Ricard but remains Chairman of the Board of Directors. In this capacity, he will continue to be involved in the Group's strategic decisions and in monitoring their implementation.

- Pierre Pringuet, Managing Director, has been appointed Chief Executive Officer. He will be supported by a collegial team comprising four Deputy Managing Directors: Emmanuel Babeau, in charge of Finance, Thierry Billot, in charge of Brands, Michel Bord, in charge of the Distribution Network and Bruno Rain, in charge of Human Resources (Press release - 26 June 08).

Biography of Wolfgang Colberg

49 years old, German citizen. Wolfgang Colberg holds a PhD in Political Science, in addition to qualifications in Business Administration and Business Informatics. He has spent his entire career in the Robert Bosch Group and BSH. After joining the Robert Bosch Group in 1988, he held a post in Corporate Strategy, Controlling and M&A (Head Office), and then went on to become Head of Business Administration at the Göttingen production site (1990-1993), Section Head in Economic Planning and Controlling (Head Office) (1993-1994), before being appointed the Group's General Manager for Turkey and Central Asia. In 1996, he was appointed Senior Vice President – Central Purchasing and Logistics (Head Office). Since 2001, Wolfgang Colberg has been Chief Financial Officer at BSH Bosch und Siemens Hausgeräte GmbH and a member of the Board of Management. Other offices held: Roto Frank AG, Stuttgart, Member of the Supervisory Board; Deutsche Bank AG, Member of the Regional Board.

Biography of César Giron

46 years old, French citizen. A graduate of the Lyon École Supérieure de Commerce, César Giron joined the Pernod Ricard group in 1987 where he has spent his entire career. In 2000, he was appointed CEO of Pernod Ricard Suisse and, since December 2003, César Giron has been Chairman & CEO of Wyborowa SA in Poland. He is the son of Danièle Ricard, also a Director of Pernod Ricard, and he is a member of the Management Board of Paul Ricard SA.

About Pernod Ricard

Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Spirit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with consolidated sales of € 6,589 million in 2007/08.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson's Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.

The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

Broadcast live on the internet, the Annual General Meeting is also accessible, in French and English on: www.pernod-ricard.com.

Shareholders' agenda: 2008/09 First Half Year Sales – Friday 13 February 2009|

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