

Appointement of Martin Riley as Chef Marketing Officer at Pernod Ricard

Press release - Paris, 22 January 2009

Pernod Ricard have the pleasure to announce the following appointments:

Martin Riley, currently Marketing Director of Chivas Brothers, will join the Holding in Paris as Chief Marketing Officer, Pernod Ricard, with effect from the 1st February 2009. He will replace Jean-Paul Richard who is retiring after 35 years at Pernod Ricard. Martin will report to Thierry Billot, Pernod Ricard Deputy Managing Director in charge of Brands.

Eric Benoist, currently Marketing Director Martell Mumm Perrier-Jouët, is appointed as Marketing Director, Chivas Brothers, replacing Martin Riley. Eric will take up his new function effective 1st February 2009. Eric will report to Christian Porta, Chairman & Chief Executive Officer of Chivas Brothers, and will be a member of the Management Committee.

Anne-Claire Rodary, currently Senior Marketing Category Director at Pernod Ricard will replace Eric Benoist as Marketing Director Martell Mumm Perrier-Jouët, with effect from the same date. Anne-Claire will report to Lionel Breton, Chairman & Chief Executive Officer of Martell Mumm Perrier-Jouët and will be a member of the Management Committee.

Martin Riley, 54, is a graduate from Oxford University in Modern Languages and is a Member of the Marketing Society. After starting his career at Sandeman in Marketing for six years, he joined successively James Burroughs plc and Whitbread for the next six years. In 1990 he became Marketing Vice President of Allied Domecq up until 1997 when he moved to the Pernod Ricard Group at Irish Distillers Limited, as International Sales & Marketing Director. In 2002 he was appointed International Marketing Director of Chivas Brothers, the position he is currently holding.



Eric Benoist, 45, is a graduate from ESCP Business School. After five years at Henkel France in Marketing, he joined the Group in 1993 as Marketing Manager Non Alcoholic Drinks at Pernod Ricard Holding. In 1997 he was appointed Marketing Director of Pernod Ricard Asia and in 2000 became President and CEO of Pernod Ricard Japan. He then moved to France in 2003 taking up the position of Marketing Director Martell. Since 2005, he is Marketing Director Martell Mumm Perrier-Jouët.



Anne-Claire Rodary, 51, is a graduate from ESSEC Business School and from IEP Paris. After starting her marketing career at Procter & Gamble, she joined the Danone Group where she held various executive positions in marketing and purchase, before becoming International Marketing Director of the Danone Waters division. In 2002, she moved to Guilbert (PPR Group) as Marketing & Purchase Director before joining, in 2003, the Allied Domecq Spirits & Wines Group at Champagne Mumm Perrier Jouët, as Marketing Commercial & Communication Director. At the time of the acquisition by Pernod Ricard Group in 2005, she became Senior marketing Category Director, position she is currently holding.



Images are available on our website : www.pernod-ricard.com

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 & Sprit (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.

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