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Successful completion of Pernod Ricard's € 1.2 billion 6-year bond issue

Press release – Paris, March 11th, 2010

Amount: EUR 1.2 billion
Final maturity: March 18th 2016
Settlement: March 18th 2010
Format: Fixed Rate Notes
Coupon: 4.875%
Reoffer price: 99.741%
Margin over reference swap mid rate: +220 basis points
ISIN Code: FR0010871376

PERNOD RICARD, whose long-term senior debt is rated Ba1 by Moody's, BB+ by Standard & Poor's and BB+ by Fitch, today set the terms of its new bond issue denominated in Euro.

The transaction was well received by the market and generated orders in excess of €5.5 billion, enabling the Group to benefit from improved funding conditions currently available in the capital markets while further diversifying its funding sources through a rebalancing of its mix of bank loans and bond debt.

The net proceeds of the issue will be used to redeem short-term tranches of the Group's syndicated loan, thus extending the maturity profile of its external debt.

Placement was made across a range of qualified investors principally in the UK, Germany, Switzerland and France.

Application has been made to the Luxembourg Stock Exchange for the Bonds to be listed on the official list of the Luxembourg Stock Exchange

Pernod Ricard has appointed Barclays Capital, HSBC, Mitsubishi UFJ Securities International and Natixis as joint bookrunners managers of this issue.

In the context of this bond issuance, Pernod Ricard has updated the "Origin of Stolichnaya" litigation description. This update is available on the Pernod Ricard internet site at <http://www.pernod-ricard.com/fr/pages/2756/pernod/Finance/Information-reglementee/Communiqués.html>



About Pernod Ricard

Created in 1975 by the merger of Pernod and Ricard, 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 € 7,203 million in 2008/09.

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 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.

Pernod Ricard employs a workforce of nearly 19,000 people and operates through decentralised organisation, with 6 "Brand Owners" and 70 "Distribution Companies" established in each key market.

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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- (B) TO ANY LEGAL ENTITY WHICH MEETS TWO OR MORE OF THE FOLLOWING CRITERIA: (1) AN AVERAGE OF AT LEAST 250 EMPLOYEES DURING THE LAST FINANCIAL YEAR; (2) A TOTAL BALANCE SHEET OF MORE THAN € 43 MILLION; AND (3) AN ANNUAL NET TURNOVER OF MORE THAN € 50 MILLION, AS PER ITS LAST ANNUAL OR CONSOLIDATED ACCOUNTS;
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