Organisational changes at Pernod Ricard

Press release – Paris, 26 July 2010

As part of the Agility corporate project, whose principal conclusions were released on the Capital Market Day on 20 May 2010, Pernod Ricard announces the following organisational changes:

- the creation of a new Brand Company called **Premium Wine Brands**
- the responsibilities of **The Absolut Company** are extended to include all the Group's international vodka brands
- the creation of a new region covering Sub-Saharan Africa, called **Pernod Ricard Sub-Saharan Africa**, reporting into **Pernod Ricard Europe**

1. **Premium Wine Brands** is in charge of the development and global strategy of the Group's strategic wine brands. The portfolio includes: Australian wines (Jacob's Creek), New Zealand wines (Montana and Brancott), as well as Spanish and Argentinean wine brands with international potential (Campo Viejo and Graffigna). The new company's objective is to accelerate the international development of these brands within the Pernod Ricard distribution network.

   Jean-Christophe Coutures, who is currently Chairman and CEO of Pernod Ricard Pacific, becomes **Chairman and CEO** of **Premium Wine Brands**. He will report to Thierry Billot, Managing Director, Brands.

2. **The Absolut Company** now brings together all the vodka brands of the Group with an international outlook, such as the ABSOLUT, Friis and Wyborowa brands. Its objective is to establish the Group's strategy for the entire Vodka segment. In addition, The Absolut Company retains the responsibility for the Malibu and Kahlúa brands.

   Stéphane Longuet, currently Vice President Finance of The Absolut Company, is appointed **Chief Operating Officer** of the **Standard Vodka** division of The Absolut Company and therefore will report to Philippe Guettat, Chairman and CEO of The Absolut Company.

   As a result, **Rolf Cassergren** is appointed **Vice President Finance** at **The Absolut Company**, in charge of Finance, Accounting, Reporting, IT, Customer Service and General Services.

3. **Pernod Ricard Sub-Saharan Africa** will be a direct subsidiary of Pernod Ricard Europe with the with the objective of accelerating the Group's development in this region with great potential.

   Henry Carew, currently Managing Director of Pernod Ricard Southern Central Europe is appointed as **Managing Director, Pernod Ricard Sub-Saharan Africa**, with effect from 1st October and will report to Laurent Lacassagne, Chairman and CEO of Pernod Ricard Europe.
   His replacement will be announced at a later date.

4. Lastly, Pernod Ricard announces the following changes within the **Group's General Management**:

   Following a career which spanned twenty years within Pernod Ricard, **Michel Bord** has decided to relinquish the post of Managing Director, Distribution Network with effect from 30 July 2010. Michel Bord was instrumental in the Group's internationalisation, particularly on the American continent.
   Michel Bord's responsibilities will now be assumed by Pierre Pringuet, Chief Executive Officer.

   Bruno Rain, currently Managing Director, Human Resources is now responsible for the **Group's Corporate Responsibility Policy**: Responsible Consumption, Environmental Responsibility and Corporate Ethics.

Pernod Ricard

Jean-Christophe Coutures, *43 years old, holds a MBA from the Paris ESCP Business School. He joined Pernod Ricard in 1997 as Business Analyst at CSR Pampryl and was subsequently appointed as VP Finance Pernod Ricard Asia in April 2000 and Chairman & CEO Pernod Ricard Korea in January 2005. Since February 2006, he has been President and Representative Director of Jinro Ballantine's Company Limited (JBC*) and Jinro Ballantines Import Company Limited (JBIC). He has been Chairman and CEO of Pernod Ricard Pacific since July 2008.*

Stéphane Longuet*, 38 years old, holds an MBA from ESC Rouen. After working for Deloitte Touche Tomatsu for 3 years he joined the Group in August 1998 as Auditor with Pernod Ricard Europe. In June 2000, he was appointed Chief Financial Officer of Pernod Ricard Deutschland, before being appointed Chief Financial Officer of Pernod Ricard Italia in August 2003. He has been Vice President Finance of The Absolut Company since August 2008.*

Henry Carew*, 53 years old, is a graduate in History and Political Science from the University of Exeter. He joined Hiram Walker & Sons in 1988 as Sales Director for the United Kingdom and then Development Manager for Europe in 1991. He was appointed Regional Manager for the former Yugoslavian countries in 1993 on behalf of Allied Domecq, then General Manager of the Cluster "Countries of Southern Europe" (CoSE) in 1999. He joined Pernod Ricard in 2006 as Managing Director of South Danube. He has been Managing Director of Pernod Ricard Southern Central Europe since 2009.*

About Pernod Ricard

Pernod Ricard is the world's co-leader in Wines and Spirits with consolidated sales of € 7,203 million in 2008/09. Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard owns one of the most prestigious brand portfolios in the sector: Absolut Premium Vodka; Ricard pastis; Ballantine's, Chivas Regal, Royal Salute 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; and Jacob's Creek, Montana, Campo Viejo and Graffigna wines.

The Group believes in a decentralised organisation, with 6 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of around 19,000 people. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption of its products.

Pernod Ricard's strategy and ambitions are founded on 3 key values that guide its development: entrepreneurial spirit, mutual trust and a strong sense of ethics.

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

To read more, please go to ***www.pernod-ricard.com***

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