

Filing of Pernod Ricard's 2009/10 reference document

Press release - Paris, 1st October 2010

Pernod Ricard filed its reference document with the Autorité des Marchés Financiers (AMF) on 29 September 2010 under number D.10-0747.

This document is available on the Company's website www.pernod-ricard.com and on the AMF website www.amf-france.org.

It is also available at the Company registered office – 12 Place des Etats-Unis – 75116 Paris, France.

The Reference Document includes:

- the annual report 2009/10,
- the Chairman's report on corporate governance and internal control procedures implemented by the Company,
- the related Statutory Auditors' report,
- the required information concerning the description of the share buyback programme,
- information concerning fees paid to the Statutory Auditors,
- as well as the annual information document.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Spirit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute 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 as Jacob's Creek, Brancott Estate (formerly Montana), Campo Viejo and Graffigna wines.

Pernod Ricard employs a workforce of about 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" 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's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurship spirit, mutual trust and a 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.

Please visit our website for more information: www.pernod-ricard.com

Shareholders' agenda: 1st quarter 2010/11 sales – Thursday 21 October 2010

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