Availability of preparatory documents for the Combined General Meeting (Ordinary and Extraordinary sessions) of 10 November 2010

Press release - Paris, 6 October 2010

The Combined General Meeting of Pernod Ricard's shareholders will be held on Wednesday 10 November 2010 at 2 pm at Carrousel du Louvre, 99, rue de Rivoli, 75001 Paris, France.

The notice of meeting (subject to no changes being brought to the agenda following requests by shareholders for additional draft resolutions), comprising the agenda and the draft resolutions was published in the *Bulletin des Annonces Légales Obligatoires* of 6 October 2010 (BALO n° 120). The notice of the meeting will be published on 20 October 2010 in the *Bulletin des Annonces Légales Obligatoires* and in a journal of legal notices.

The notice includes the terms and conditions for attending and voting at the Meeting.

Information and documentation pertaining to the Combined General Meeting are available in the Finance / General Meeting section of Pernod Ricard's website: www.pernod-ricard.com.

Pursuant to applicable legal and regulatory provisions, documentation that must be held at the shareholders' disposal for the purpose of general meetings will be available at Pernod Ricard's registered office, 12 Place des Etats-Unis, 75116 Paris, from the publication of the notice of meeting (i.e. 20 October 2010), at least for fifteen days prior to the Combined General Meeting (i.e. 26 October 2010). Documentation stipulated in Article R.225-73-1 of the Commercial Code will be available on Pernod Ricard's website: www.pernod-ricard.com from the twenty-first day that precedes the Combined General Meeting (i.e. 20 October 2010).

In accordance with applicable regulatory provisions:

- any shareholder holding registered shares may, up to the fifth day, inclusive, prior to the General Meeting, request the documentation from the Company. For shareholders holding bearer shares, the exercise of this right is subject to the submission of a shareholding certificate delivered by their financial intermediary;
- any shareholder may consult the documentation at the registered office of the Company.

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

Pernod Ricard

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 & Sprit (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 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: entrepreneurial 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

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