

Press Release

THE AGE MATTERS

**Chivas Brothers launches global consumer campaign
on the importance of Scotch whisky age statements**

Today, 28 June 2010, the world's leading producer of luxury Scotch whisky, Chivas Brothers, is launching a global campaign to advocate the importance and value of the age statements to consumers.

According to new research commissioned by Chivas Brothers, 94% of consumers believe the age statement serves as an indicator of quality, 93% believe that older whiskies are better quality and 89% actively look for an age statement when making a decision to purchase.

However, there is a global lack of knowledge about what the age statement actually means: only 10% understand that it refers to the youngest whisky in the bottle, nearly half (48%) believe an age statement refers to the average age and 35% believe it signifies the oldest whisky present. The Scotch Whisky Regulations (2009) make clear what an age statement means – the age of the youngest whisky in the bottle.

Chivas Brothers, Distiller of the Year 2009, is responding with a campaign called *The Age Matters*, which will manifest itself through stand-alone activity as well as through integration across the company's aged whisky portfolio, which includes the Ballantine's, Chivas Regal, The Glenlivet, and Royal Salute brands.

The aim of the campaign is to enable consumers to understand fully the age statement and to appreciate the value of the premium product they are purchasing.

One of the greatest influences on the flavour of whisky comes from maturation. Much of the complexity of Scotch whisky comes mainly from its time in oak casks in Scotland; with outstanding spirit and excellent wood management, it follows that the longer the maturation period, the more complex the whisky.

From 1 July 2010, consumers will be encouraged to look for age statements on Scotch whisky, via point-of-sale materials, advertising and public relations. A logo using the language Guaranteed Age Whisky has been created for usage in retail, and will be visible in the environment of Chivas Brothers brands that carry an age statement.

Christian Porta, Chairman and CEO of Chivas Brothers Limited, says: "The revelation that so many existing whisky drinkers do not understand that the age statement refers to youngest age of the whisky, shows that there is an opportunity for us to inform them.

"In an age when consumers of luxury goods increasingly demand transparency and authenticity from brands, it is vital that we empower consumers with knowledge, so that they fully understand the value of what they are buying."

Notes to editors:

Details of further consumer engagement activity will be released in due course.

With more than 85% of the market share of Scotch whisky aged 21 years old and over, Chivas Brothers has a long history of expertise in producing award-winning high aged whisky brands.

The research was commissioned by Chivas Brothers Limited and conducted by an independent market research agency, Buzzback, between 3 June, 2010 and 9 June, 2010.

The sample consisted of over 2,000 respondents in nine countries each evaluating a set of statements. All respondents were male and aged 21+ (or 25+ in India). All have purchased whisky in the past month. Countries: France, UK, USA, India, Korea, Russia, Mexico, China, Brazil. Additional findings included:

- 94% of consumers believe that age is an important indicator of quality
- 93% believe that older whiskies are better quality
- 92% prefer to buy whisky with a clear age statement
- 97% agreed that whiskies which claim to be aged should clearly state the age on the bottle
- 89% look for an age statement when buying whisky
- 86% expect to pay a price premium for whiskies with an age statement

About Chivas Brothers

Chivas Brothers is the Scotch whisky and premium gin business of Pernod Ricard – the world's co-leader in wine and spirits. Chivas Brothers is the global leader in luxury Scotch whisky with a portfolio that includes Chivas Regal, Ballantine's, The Glenlivet, Royal Salute, Aberlour, Longmorn, Scapa, 100 Pipers, Clan Campbell, Something Special and Passport.

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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