



Completion of the sale of the shares in Ambrosio Velasco

Press release – Paris, 31st August 2010

Following satisfaction of regulatory closing conditions and consistent with our previous press release of 1st July 2010, Pernod Ricard announces the completion of the sale, by its affiliate Pernod Ricard Espana, of its shares in Ambrosio Velasco to Diego Zamora for a total price of 32.4 M€ in cash.

Ambrosio Velasco SA is a Spanish company that owns among others the brand Pacharán Zoco, Palacio de la Vega wine from Navarra, and related assets.

About Diego Zamora

Diego Zamora is a family owned Spanish company, best known as the Producer of Licor 43, the most popular Spanish liqueur worldwide, with a long history of more than 40 years in the European and American markets (60 countries worldwide), and other premium brands such as Villa Massa (best selling premium Italian Limoncello), Matusalem Rum and Ramon Bilbao Wines from Rioja. They are also a leading importer and distributor in the Spanish market with a solid record of achievement within the wine and spirits industry.

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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