

Pernod Ricard Tops IWSR Elite Brands List

Press release - Paris, 16 October 2008

Pernod Ricard, the co-leader of the global spirits and wine industry, is pleased to announce that the Company topped the recently released IWSR 2007 Elite Brands List*. IWSR supplies volume and value data on global alcohol consumption, and its annual Elite Brands List highlights spirits brands that have displayed consistently high volume growth across a broad spectrum of markets.

Pernod Ricard had the most brands on the list at six, double the two nearest competitors. The Pernod Ricard brands that IWSR recognized included Absolut Vodka (ranked number three), which the Company recently acquired in its purchase of Vin & Sprit, as well as Chivas Regal Scotch (ranked number nine), Malibu Flavored Rum (ranked number 11), Havana Club Rum (ranked number 13), Jameson Irish Whiskey (ranked number 15), and Martell Cognac (ranked number 17).

In an announcement, IWSR specifically praised Jameson as “the only Irish whiskey on the list” and noted that the brand “has fostered cult status based on its roots, especially in its key market of the US.” It also applauded Malibu for making “good use of its modern prominence.”

Pierre Pringuet, Managing Director of Pernod Ricard commented, “We are pleased to stand out among the competition on the Elite Brands List and to be recognized for excellence by IWSR. Our strong showing underscores the strength and depth of our portfolio of leading premium brands, including the iconic Absolut vodka which we recently acquired. It also supports our proven strategy to maximize the potential of our brands globally and consistently build brand equity and consumer loyalty.”

**In order to make the list, brands must sell over one million cases, with more than 40% sold in two or more regions outside their main market, and which have a compound annual growth rate of more than 4% over the previous five years.*

About Pernod Ricard

Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with sales of € 6,589 million in 2007/08.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal 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, as well Jacob's Creek and Montana wines.

The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

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

Shareholders' agenda: 2008/09 1st Quarter Sales – Thursday 30 October 2008
Combined General Meeting - Wednesday 5 November 2008

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