



Completion of the Wild Turkey disposal

Press release – Paris, May 29th, 2009

Following satisfaction of regulatory closing conditions and consistent with our previous press release of 8 April 2009, Pernod Ricard announces the completion of the sale to Campari of its Wild Turkey American straight bourbon brand and related businesses, for a total price of US\$ 581 million in cash, i.e. € 417 million at the current exchange rate.

About Pernod Ricard

Created by the merger of Pernod and Ricard in 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 of Vin & Sprit (2008) have made the Group 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 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. Pernod Ricard 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. The Group is strongly committed to a sustainable development policy and encourages responsible consumption of its products. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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