

Paris, December 12, 2008

**MOËT HENNESSY ACQUIRES  
THE MONTAUDON CHAMPAGNE HOUSE**

Moët Hennessy, the wines and spirits group owned by LVMH, the world's leading luxury products group, announces the acquisition of the Montaudon champagne house.

Founded in 1891, the Montaudon family business is situated at the heart of Reims.

It produces a high quality champagne and has recently invested in a new production site at Croix-Blandin.

Montaudon will join LVMH's portfolio of champagne brands: Dom Pérignon, Moët & Chandon, Veuve Clicquot Ponsardin, Krug, Ruinart and Mercier.

For Christophe Navarre, Chairman of Moët Hennessy: *"The acquisition of Montaudon enables us to complete our portfolio of prestigious brands and to increase our champagne reserves. This corresponds with Moët Hennessy's strategy to strengthen its worldwide leadership in the luxury wines and spirits sector."*

**About Montaudon**

Montaudon is a traditional champagne house which produces highly regarded champagnes. Montaudon champagnes are sold in France and over 25 other countries. The company employs 29 people.

**About LVMH**

LVMH Moët Hennessy Louis Vuitton is the world's leading luxury goods group. The Group is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Château d'Yquem, Hennessy, Glenmorangie, Ardbeg, Belvedere Vodka, Chopin, 10 Cane, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Green Point, Cape Mentelle, Newton.

Its Fashion and Leather Goods division includes Louis Vuitton, the world's leading luxury brand, as well as Celine, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti, StefanoBi as well as eLUXURY, the authoritative online source for luxury goods on the Internet. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (Benefit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing through DFS, Sephora in Europe and the United States, Le Bon Marché and la Samaritaine. LVMH's Watches and Jewelry division comprises TAG Heuer, Chaumet, Christian Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Limited, a joint venture created with the world's leading diamond group.

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