



Press release

**PUBLISHED TURNOVER FOR 2010 VERY STRONGLY UP: + 35.1 %,
OUT-PERFORMING THE MARKET**

Reims, 24 January 2011

In millions of euros	2010	2009	Variation
Turnover Q4	180.8	134.6	+ 34.3 %
Consolidated turnover as at 31 December	364.4	269.8	+ 35.1%
<i>Turnover with unchanged structure (excluding integration of Listel)</i>	<i>309.1</i>	<i>269.8</i>	<i>+ 14.6 %</i>
<i>Turnover with unchanged structure and excluding inter-champagne transactions</i>	<i>286.8</i>	<i>269.8</i>	<i>+ 6.3 %</i>

The Vranken-Pommery Monopole group recorded strong growth in business during the financial period that closed on 31 December 2010, thanks among other things to the integration of the DOMAINES LISTEL business. With an unchanged structure, the increase amounts to + 14.6 %, marking the recovery of our activities. Non-recurrent inter-champagne transactions accounted for EUR 22.3 million.

The volumes recorded by the group in 2010 are higher than the level attained in 2008, before the crisis, whereas the provisional figures from the market as at the end of December 2010 (approximately 319 million bottles) remain below the volumes recorded in 2008 (323 million bottles).

VRANKEN-POMMERY MONOPOLE has continued its original strategy focusing on a portfolio of sole and complementary international brands, which cover all segments of the market.

- Market share remained unchanged, making the growth recorded by the Champagne business (+ 6.7 %) remarkable.
- Volume rose by + 4% and the mix/price effect for Vranken-Pommery Monopole improved by + 2.7 %, reflecting the growth strategy for international brands and the reduction in national down market brands .
- The VRANKEN and CHARLES LAFITTE brands saw significant growth in France and in Europe as a whole. The leading international brands HEIDSIECK & C° MONOPOLE and POMMERY also increased their share of the export market.
The premium segment is recovering gradually, but the trend is positive.
- For the first time since it was established, the Vranken-Pommery Monopole Group recorded more champagne sales for export than in France: the export market saw more sustained growth than France, particularly to the main European countries (Great Britain, Germany and Italy).
Business recovered substantially in Japan after falls in the two previous financial periods, while sales in the United States remain stable.

The ROZES and TERRAS DO GRIFO port wine brands recorded significant progress in excess of 10 % both in France and for export.

The turnover recorded by the wine business amounted to EUR 55.3 million, down by a planned 4.6%. The group continued the strategy of strengthening the LISTEL (Sables de Camargue gris de gris wines) and LA GORDONNE (Rosé, Côte de Provence) brands, while reducing its trading and business activities, resulting in a 5.8% improvement in the price mix.

Outlook

“The year 2010 ended well and confirms the trends anticipated by the Group. Champagne consumption is being maintained in France and is developing mainly in Europe. Thanks to its special position, the Vranken-Pommery Monopole Group will continue to see growth in sales of its leading brands and premium labels, so that the value creation process can be intensified” said Group President Paul-François Vranken.

Forthcoming statements

Annual results 2010: 31 March 2011

About Vranken-Pommery Monopole

Vranken-Pommery Monopole is the second largest champagne group. Its portfolio of leading champagne brands comprises VRANKEN, with its Diamant and Demoiselle vintages, POMMERY with its Louise and POP vintages, CHARLES LAFITTE and HEIDSIECK & CO MONOPOLE. The company owns the premium ROZES and TERRAS DO GRIFO port wine brands. Finally, the group is the leading distributor of rosé wines, with Sables de Camargue - gris de gris wines – from DOMAINES LISTEL and Côtes de Provence – rosé wines – from the CHATEAU LA GORDONNE.

The Vranken-Pommery Monopole group owns the largest vineyard in Europe, spread among Champagne, Provence, the Camargue and Portugal.

Vranken-Pommery Monopole is listed on the NYSE Euronext in Paris and Brussels.
(Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

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