



Press release

TURNOVER AS AT 30 SEPTEMBER 2011 GROWTH IN LINE WITH FORECASTS: + 6.2 %

Reims, October 20, 2011

| In millions of euros | 2011 | 2010 | Variation |
|--|--------------|--------------|----------------|
| Turnover Q1 | 57.7 | 54.4 | + 6.1 % |
| Turnover Q2 | 69.0 | 66.3 | + 4.1 % |
| Turnover Q3 | 68.4 | 63.0 | + 8.6 % |
| Cumulated Turnover on September 30th | 195.1 | 183.7 | + 6.2 % |

The good level of business in the third quarter confirmed the trends observed in the first half of the year, resulting in a turnover for the Vranken-Pommery Monopole group of EUR 195.1 million as at 30 September 2011, up 6.2 %.

Business activity in Champagne, which accounts for 70 % of the group's turnover, rose by 5.3 %. The growth recorded in sales of Champagne Vranken and its vintages Diamant and Demoiselle is substantial.

The turnover is progressing across all the distribution networks in France. Further to the group's investment policy, sales at foreign distribution subsidiaries of Vranken-Pommery Monopole are up 15.8 %.

Business activity in the Vins, Sable de Camargue de Listel and Provence du Château la Gordonne sector is generally stable, in line with the strategy development plan for the leading brands.

Outlook

Given the level of business activity over the first nine months, Vranken-Pommery Monopole confirms the positive trend in Champagne sales on every continent. Business activity in Sable de Camargue, and Côtes de Provence, as well as in port, has strengthened and the gradual improvement in profitability is expected to continue following the completion of the restructuring measures scheduled for 2014.

Forthcoming announcement

Turnover Q4 2011: 24 January 2012

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 Paris and Brussels.
(Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

Contacts

Vranken-Pommery Monopole :
Paul Bamberger, directeur général
+ 33 3 26 61 62 34, pbamberger@vrankenpommery.fr

Presse
Claire Doligez, +33 1 53 70 74 25, cdoligez@image7.fr
Caroline Simon, +33 1 53 70 74 65, caroline.simon@image7.fr