



LAURENT-PERRIER GROUP

## Press Release

### Laurent-Perrier Group Management Board Strengthened

Tours-sur-Marne, May 23, 2012

The Laurent-Perrier Group's Management Board, chaired by Michel Boulaire, has been strengthened with the arrival of Jordi Vinyals as Sales, Brand Development, Corporate Communications, and Public Relations Director.

Jordi Vinyals joins the other members of the Management Board: Alexandra Pereyre de Nonancourt and Stéphanie Meneux de Nonancourt, Authorised Legal Officers, Etienne Auriau, Chief Financial Officer, and Michel Fauconnet, Cellar Master and Head of Vineyards, Supplies, and Production.

Jordi Vinyals, Marketing and Sales Director for the Torrès Group since 2007, has built up a strong track record in the wine business, working in a large, family-owned Spanish House.

His knowledge of wine and spirits distribution through subsidiaries and distributing agents worldwide is a major asset. In particular, he has experience in developing new markets, including Brazil, Russia, India and China.

This appointment fits with Laurent-Perrier's strategy to step up the pace of its international development, especially in markets outside Europe.

*Laurent-Perrier is one of the few champagne houses listed on the French stock exchange dedicated exclusively to champagne and focused on the premium segment. Laurent-Perrier offers a broad range of products renowned for their quality, and sold under the brands Laurent-Perrier, Salon, Delamotte, and Champagne de Castellane.*

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Laurent-Perrier belongs to compartment B of Euronext Paris.

It is part of the CAC Mid & Small, CAC Mid 60 and CAC All-Tradable indices

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CHAMPAGNE LAURENT-PERRIER - CHAMPAGNE SALON - CHAMPAGNE DELAMOTTE - CHAMPAGNE DE CASTELLANE