



PRESS RELEASE

2010 REVENUES: 305.15 MILLION EUROS

Reims, Tuesday February 8th, 2011, 5:45 pm – The LANSON-BCC Group recorded 305.15 million euros in full-year consolidated revenues for 2010, up 10.6%.

Business developments

Thanks to 23% growth in export sales (45% of total volumes), the volumes sold by the LANSON-BCC Group's Houses show an increase of 6%. These figures reflect a good performance by LANSON-BCC compared with the champagne industry as a whole: total champagne wine shipments came to 319.5 million bottles in 2010, climbing 8.9%. The Champagne Houses alone increased their export volumes by 19.7% (source: CIVC).

Excluding the champagne wine brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, LANSON-BCC's consolidated revenues are up 8% to 284.84 million euros.

Consolidated revenues totaled 137.65 million euros in the fourth quarter of 2010, representing 45% of consolidated revenues for 2010; excluding CGV, this figure comes out at 130.03 million euros (+7%).

€'000,000	2010	2009	Change
9 months	167.50	144.61	+15.8%
4th quarter	137.65	131.43	+4.7%
Year to December 31st	305.15	276.04	+10.6%

Moreover, LANSON-BCC made a major investment at the end of December 2010 to acquire a vineyard with 13 hectares of organic vines.

2010 earnings

2010 earnings will be released after close of trading on March 22nd, 2011.

As already announced by LANSON-BCC, the progress achieved with the business during 2010 will make it possible, despite the increase in the cost price of bottles sold this year, to end 2010 with a better performance than 2009.

LANSON-BCC fully owns seven Champagne Houses:	Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: BCCP.PA Bloomberg: LAN:FP www.lanson-bcc.com
<ul style="list-style-type: none"> - Champagne Lanson (Reims), the prestigious international brand. - Champagne Chanoine Frères (Reims), wines intended primarily for the European mass retail market (Chanoine brand), notably with the Tsarine Cuvée range. - Champagne Boizel (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets. - Maison Burtin (Epernay), a European mass retail supplier and owner of the Besserat de Bellefon brand, distributed through traditional networks (restaurants, wine stores). - Champagne De Venoge (Epernay), sold on selective retail markets, notably with its Louis XV grande cuvée. - Champagne Philipponnat (Mareuil sur Aÿ), which owns the prestigious Clos des Goisses, with wines exclusively available through selective retail channels, primarily in leading restaurants. - Champagne Alexandre Bonnet (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors). 	<p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 investisseurs@lanson-bcc.com</p> <p>CALYPTUS Cyril Combe Tel: +33 1 53 65 68 68 cyril.combe@calyptus.net</p>