



PRESS RELEASE

2012 FIRST-QUARTER REVENUES

Reims, May 9th, 2012 – 5:45pm - The Lanson-BCC Group recorded **42.01 million euros** in consolidated revenues for the **first quarter of 2012**, compared with 54.78 million euros in Q1 2011.

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations and which recorded a low level of business during this period, consolidated revenues came to 41.43 million euros, compared with 51.91 million euros, down 20.2%. However, the Group would like to remind you, as each year, that the first quarter's business is not particularly significant and represents only around 15% of full-year sales.

Constant strategy for a global Champagne player

LANSON-BCC is reasserting its long-term value development strategy. Thanks to its complementary Houses with strong identities, the Group is able to constantly take action across all the Champagne wine market segments. In view of an uncertain global environment, LANSON-BCC is still reasonably cautious about 2012.

Next date: General Meeting to be held on Thursday May 24th, 2012, at 10am, at Champagne Lanson, Reims.

<p>LANSON-BCC fully owns seven Champagne Houses</p> <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 also available on selective retail markets as well as in leading restaurants. - Champagne Alexandre Bonnet (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors). 	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP www.lanson-bcc.com</p>
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