



## **CAPITAL INCREASE THROUGH THE AWARDING OF BONUS SHARES COMPENSATION FOR FRACTIONS**

PRESS RELEASE

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After the combined general meeting on June 4<sup>th</sup>, 2010 approved the awarding of bonus shares with a ratio of one new share for 10 existing shares, on July 6<sup>th</sup>, 2010 Euroclear detached the non-tradable allocation rights, based on the balances for securities recorded at the end of July 5<sup>th</sup>, 2010.

In concrete terms, the new shares will be registered in shareholders' accounts on July 19<sup>th</sup>. Shareholders with a number of securities that cannot be divided by 10 hold "fractions", which will be subject to compensation, credited on July 28<sup>th</sup>, 2010.

Following the awarding of these new shares, Lanson-BCC's capital now comprises 5,578,492 shares with a par value of €10, representing a share capital of €55,784,920.

### **LANSON-BCC fully owns seven Champagne Houses**

- **Champagne Lanson** (Reims), the prestigious international brand.
- **Champagne Chanoine Frères** (Reims), wines intended primarily for the mass retail market (Chanoine brand), notably with the **Tsarine** Grande Cuvée range.
- **Champagne Boizel** (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets.
- **Maison Burtin** (Epernay), a 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.
- **Champagne Alexandre Bonnet** (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors).

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