



PRESS RELEASE

COMBINED GENERAL SHAREHOLDERS' MEETING ON JUNE 4TH, 2010

APPROVAL OF RESOLUTIONS

Reims, June 4th, 2010 - 5:45 pm – Lanson-BCC is announcing that the company's combined general meeting has today approved all of the resolutions put forward by the Board of Directors. They include the change of corporate name, as well as the free allocation of one new share for 10 existing shares held.

LANSON-BCC, NEW NAME

The combined general meeting adopted the resolution to change the company's corporate name to "Lanson-BCC" with a majority, effective immediately.

This new name, adopted at a time when Champagne LANSON is celebrating its 250th anniversary, will help give the Group a name that is more in keeping with its profile, its rationale and its ambitions.

ONE BONUS SHARE AWARDED FOR EVERY 10 EXISTING SHARES HELD

The combined general meeting also decided to award one new share for every 10 existing shares held, with this measure intended to thank shareholders for their loyalty.

In this way, following the stock warrants exercised since March 15th, 2010, 507,136 new shares will be created, representing 9% of the new capital.

Form of new shares: the new shares will be held on a registered or bearer basis, as chosen by subscribers.

In accordance with the legal and regulatory provisions in force, the rights of holders will be represented by a registration in their name:

- With the issuer for pure registered securities and, for those who wish to do so, with the authorized intermediary of their choice for administered registered securities,
- With the authorized intermediary of their choice for bearer securities.

Allocation rights: entitlements forming fractions of shares will not be eligible for trading or transfer (FR0004027068); the corresponding shares will be sold; the sums from such sales will be allocated to the holders of the rights within 30 days of the whole number of shares attributable to them being registered in their account.

Allocation requests will be received at no cost from July 7th to 15th, 2010 (inclusive) by CM-CIC Securities, Département Emetteur, 6 avenue de Provence, 75009 Paris, France (Euroclear affiliated member 025).

These shares will be registered in the shareholders' accounts on July 19th, 2010 and as of their creation will be fully assimilated with existing shares, will have the same entitlements and will be subject to all the provisions from the bylaws and the decisions taken by general meetings.

These 507,136 shares will be subject to a request for admission on Eurolist Paris Compartment B.

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.
- **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).

Eurolist B - ISIN: FR0004027068- Reuters: BCCP.PA- Bloomberg: BOZ FP
www.lanson-bcc.com

LANSON-BCC
Nicolas Roulleaux Dugage
Tel: +33 3 26 78 50 00
Email: investisseurs@boizelchanoine.fr

CALYPTUS
Cyril Combe
Tel: +33 1 53 65 68 68
Email: cyril.combe@calyptus.net