



LAURENT-PERRIER

Financial Press Release

Laurent-Perrier announces a further increase in the price/mix effect in the third quarter of 2007-2008 For the first 9 months of the financial year, sales grew by + 6.7%

Tours-sur-Marne, 7 February 2008

The Laurent-Perrier Group's consolidated sales for the first nine months of the 2007-2008 financial year (1 April to 31 December 2007) reached € 209.84 million, compared with € 196.67 million for the same period in the previous financial year, i.e. an increase of + 6.7%. During the third quarter, sales reached € 94.4 million, down 2.1% compared with the same period in the previous financial year.

In line with its strategy of controlled development, focussed on value, the Group manages the evolution of all its brands' volumes with a dual objective: constantly increasing the share of premium products in its sales and ensuring its champagnes remain of the highest quality by respecting the necessary ageing period.

This focus, which has slowed volumes in the third quarter, explains the record level of the price/mix effect, which totals + 7.6% over nine months. This represents an increase of 2.8 percentage points compared with the same period in the 2006-2007 financial year, and a clear increase compared with the first half of the financial year, when this improvement stood at 1.3 points.

In this context, the Laurent-Perrier brand's value indicators have continued to show positive growth: over nine months, the share of exports has grown by more than one percentage point to 72%, and the premium products share by more than two percentage points, to nearly 40% of the brand's sales.

Outlook

The Group henceforth expects annual sales growth of between + 5% and + 7% excluding the impact of exchange rates, compared with + 6% to + 8% as announced previously.

Estimated sales for the last quarter should reflect:

- the expected slowdown of sales of champagne with lower added value
- an end to the distribution of wines other than champagne by certain subsidiaries of the Group

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LAURENT-PERRIER, S.A. MANAGED THROUGH A BOARD OF DIRECTORS AND A SUPERVISORY BOARD WITH A SHARE CAPITAL OF
22,594,271.80 EUROS

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



Lastly, it should be recalled that the final quarter of the 2006-2007 financial year was boosted by additional deliveries necessary for the start-up of the new joint venture in Japan.

The Group is revising upwards its outlook for the growth in the price/mix effect which, over the year as a whole, should grow by around 2.5 percentage points compared to the 5% posted for the 2006-2007 financial year. These efforts to strengthen the price/mix effect will allow the Group to continue to regularly improve its main financial ratios.

The Group will publish sales for its financial year closing 31 March 2008 on Wednesday 14 May 2008, and its annual results on Tuesday 3 June 2008.

	Sales in millions of euros		Change			
	2007-2008	2006-2007	total	of which volume effect	of which price/mix effect	of which exchange effect
First quarter (1 April to 30 June)	53.5	48.4	+ 10.5%			
Second quarter (1 July to 30 September)	61.9	51.8	+ 19.5%			
Third quarter (1 October to 31 December)	94.4	96.4	- 2.1%			
9 month TOTAL	209.8	196.7	+ 6.7%	- 0.1%	+ 7.6%	- 0.8 %

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 four main brands: Laurent-Perrier, Salon, Delamotte and Champagne de Castellane.

ISIN Code: FR 0006864484

Laurent-Perrier belongs to Compartment B of Euronext Paris.

Bloomberg : LAUR FP

It is part of the CAC Mid Small 190, CAC Small 90, SBF SM and SBF 250 indices.

Reuters : LPER.PA

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