



• VINISUD 2008

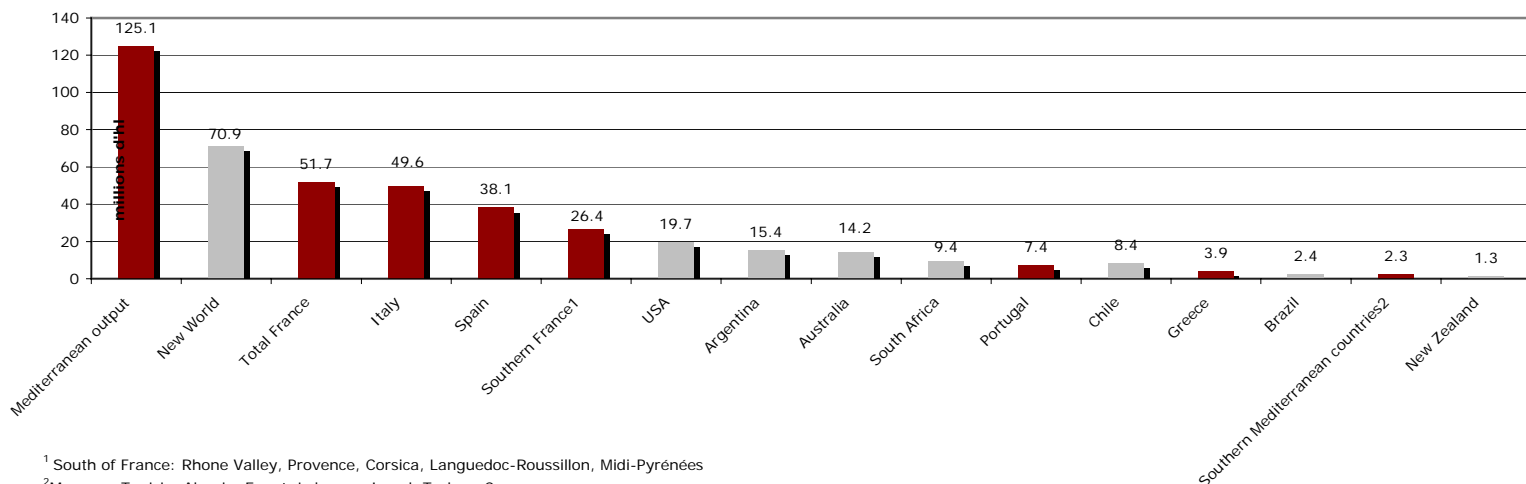
“Export” sales boost for wines from the South of France

The 8th annual Vinisud exhibition will be launched in an atmosphere of renewed optimism for the Mediterranean regions, whose exports are up on 2006.

For just under two years now, all the indicators seem to have been looking good for the Mediterranean regions. **The world’s leading wine-producing region** has reasserted its position as market leader for exports, after a tricky period during the early years of the new century. This is excellent news that should certainly reassure exhibitors at the 8th annual Vinisud exhibition, between 18th and 20th February 2008, which will be a true commercial forum for Mediterranean wines and spirits.

2006 output by area and country

Global output estimated at 281 million hl
(Provisional estimates, source: O.I.V. and Viniflor)



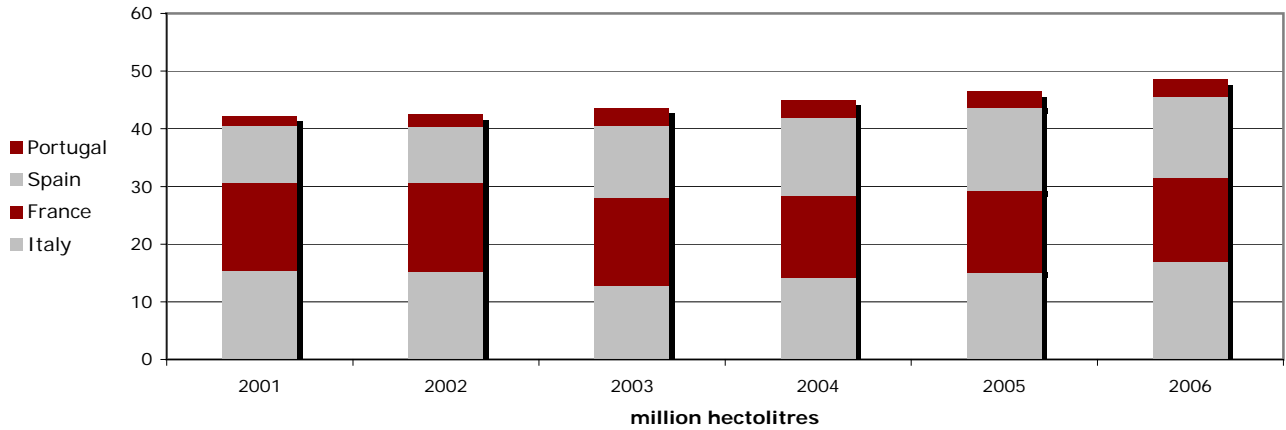
¹ South of France: Rhone Valley, Provence, Corsica, Languedoc-Roussillon, Midi-Pyrénées

² Morocco, Tunisia, Algeria, Egypt, Lebanon, Israel, Turkey, Cyprus

The export figures for the year 2007 have not yet been finalized, but they are already looking promising, following the same positive trend as those for 2006.

Thus, the leading countries of the Mediterranean region (France, Italy, Spain and Portugal) have seen an increase in their wine exports compared to 2004. Furthermore, the last two harvests (2005 and 2006) have been less abundant than 2004 and this has allowed some balance to be restored to the situation of these four wine-producing countries, which had experienced an output surplus in 2004.

Exports of the leading wine-producing countries of the Mediterranean region
(Source :OIV)



The same situation applies for the wine-producing regions of the south of France (Languedoc-Roussillon, Midi-Pyrénées, Rhone-Alps and Provence).

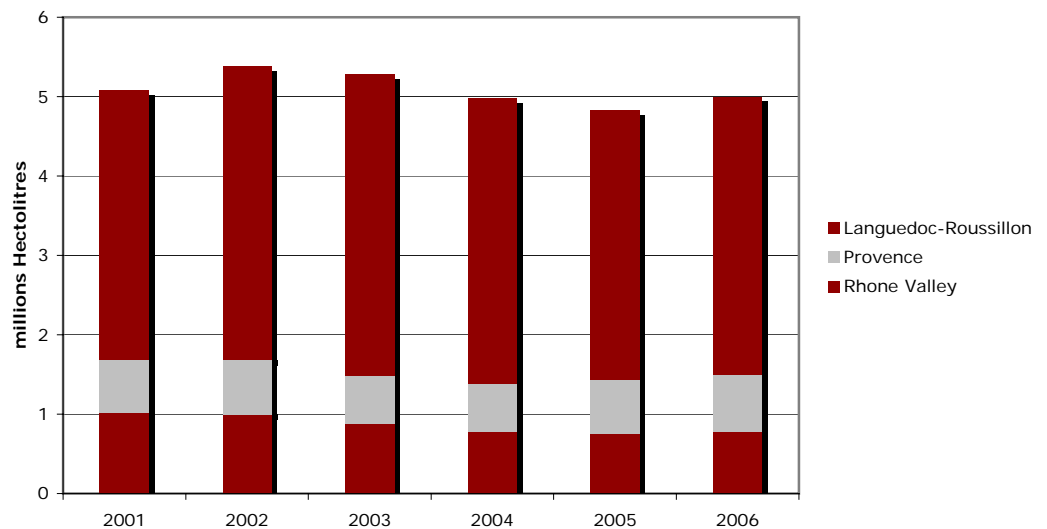
While their exports were rather sluggish in 2003 and 2004, due in particular to the unfavourable economic climate (strong Euro and American blockade), wines from the south of France are winning back their foreign market share.

This is a testament to the tenacity and dynamism of our wine producers.

For example, taking all wines together, the exports of Languedoc-Roussillon grew almost 4% by volume between 2005 and 2006 and all industry sources in the region are agreed that they will have made further progress in 2007.

In 2006, the AOC wines of the Rhone Valley accounted for 15% by volume of the global exports of French still wines with an AOC designation. Meanwhile, the rosés of Provence saw a 22% growth in their exports by volume between 2004 and 2006.

Exports by volume from the regions of southern France
(Sources: Viniflor and inter-branch associations)



Boosted by these excellent results, Vinisud 2008 is already set to be a vintage year for the resurgence of wines from the Mediterranean region.