



PRESS RELEASE

Perrier-Jouët wins the FWA for the second time.



The renowned FWA site has just announced that with the new version of its website, Champagne Perrier-Jouët has won the FWA Site Of The Day (SOTD) Award for the second time.

This new version, at www.perrier-jouet.com, offers visitors the chance to immerse themselves in the Perrier-Jouët brand's aesthetic universe and plunge right into its heart, through a floral and musical journey which connects its various sections. Each visitor can create their own unique route, and then draw up a new one each time they come back, in order to discover new content throughout the year.

Each year FWA selects the best international websites in terms of creativity, design and content interactivity. The Perrier-Jouët site had already won an FWA award when it was launched at the end of 2008. This second international award brings significant visibility to the Perrier-Jouët brand, and confirms Perrier-Jouët's indisputable credibility on the Web.

* International site inaccessible from France

**FWA stands for Favourite Website Awards, an industry recognised internet award program and inspirational portal, established in May 2000, selecting and showcasing future thinking, progressively designed sites who use cutting edge technology, together with inspirational ideas, that lead the way for future generations.

FWA is the most visited website award program in the history of the internet, with over 90 million visits as of May 2010 and an estimated additional 30 million per year.

More details on : <http://www.thefwa.com/>

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