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Books Close/Open Notice

April 29, 2011

Company Name:	LVMH Moet Hennessy Louis Vuitton SA		
Ticker Symbol:	LVMUY		
CUSIP Number:	502441306		
US ISIN:	US5024413065		
Country:	France		
Listing Exchange:	OTC		
Sponsorship Level:	Unsponsored ADR Program		
Ratio (ORD:DR):	1:5		
Books Closed Date:	Close of business May 19, 2011		
Books Open Date:	Close of business May 24, 2011		
For:	Issuance and Cancellation		
Reason:	Dividend Date Reconciliation		
Depositary Receipt Services			
Contact Capital Markets Solutions			
New York	New York	London	
Michael O'Leary	Jason Zoppel	Michael Woods	Group Email
michael.oleary@citi.com	jason.zoppel@citi.com	michael.woods@citi.com	citiadr@citi.com

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