



PRESS RELEASE

Paris, 24 June 2005

Société Générale extends its partnership with the French Golf Federation through 2008

At the National Golf Course at St-Quentin-en-Yvelines near Paris, Société Générale and the French Golf Federation (FFGolf) announced today the signing of a new four-year partnership agreement.

An Official Partner of FFGolf since 2001, Société Générale confirms as such its commitment to the development of golf, a fast-growing pursuit in France where official player numbers have climbed to 360,000 in 2004, up 23% from the end of 2000.

This new agreement also reaffirms Société Générale's commitment to youth-oriented sponsorship, in particular the FFGolf - Société Générale Student Cup and regional league activities, and the bank's plans to support new FFGolf initiatives such as educational programs in local clubs.

This signing took place on the French Open, the premiere professional golf event in France, which Société Générale has supported since 2004 as an Official Partner.

Finally, this latest sponsorship agreement is aligned with Société Générale's sports sponsorship strategy, a long-term approach promoting solidarity, team spirit and self-development through sport. Société Générale's sponsorship is focused on the following three sports, which share these important values with the group:

- Rugby: partnerships with the French Rugby Federation, the National Rugby League, the Rugby World Cup 2007 and various sponsorships of professional teams in countries around the world, as well as with numerous amateur clubs;
- Golf : partnerships with FFGolf and the French Open;
- Promoting sport for persons with disabilities : Partnership with The French Federation for Handicapped Sport.

Société Générale Group

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 92,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 16 million retail customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 1,115 billion) and under management (EUR 315 billion, December 2004).
- Corporate & Investment Banking: SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the four major socially-responsible investment indexes.

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FFGolf

FFGolf is the 7th largest sporting federation in France, with 359,000 members at the end of 2004 (up 4% from 2003).

FFGolf, representing a rapidly developing sport, comprises more than 600 golf associations and over 800 clubs.

2004 was an important year for the organisation, with 7 wins in European tournaments, notably the Men's and Women's French Opens, and for the first time a member player, Thomas Levet, ranked among the top 50 world-wide and winner of the Ryder Cup.

FFGolf today has 3 Official Partners (Société Générale, Lacoste and Generali Assurances) et 2 Official Suppliers (Gras Savoye and Europcar).

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