



## Press Release No. 1

Paris, July 27th, 2006

### Société Générale, Worldwide Partner of Rugby World Cup 2007, launches countdown to Rugby World Cup.

Société Générale is committed to rugby since 1987. One year before the Rugby World Cup kicks off in France, Société Générale launches its rugby communications campaign. The first events will take place next 5 and 6 September.

#### 5 September : The first ever "vertical" rugby match

A unique rugby match will launch the campaign : the façade of Société Générale's historic head office, located on Boulevard Haussmann in the heart of Paris, will temporarily be transformed into a stadium.

**5 September :** Société Générale launches a **website** entirely dedicated to rugby.

#### 6 September : Treasure hunt for tickets

A giant, day-long treasure hunt will be organized throughout France by Société Générale, a wide reaching event for rugby fans and the public at large.

Through this campaign, Société Générale aims to share its passion for rugby and the values it exemplifies of dynamism, team spirit and professionalism.

#### Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 103,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 19,8 million individual 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 1,521 billion, March 2006) and under management (EUR 402 billion, March 2006).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

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

[www.socgen.com](http://www.socgen.com)

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