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PRESS RELEASE

Société Générale Group launches a worldwide corporate advertising campaign: "The red and black effect"

Société Générale group is pursuing its advertising initiative launched in 2002. The institutional campaign focuses on the Group's identity while positioning the customer at the heart of the ad.

Société Générale group's international corporate advertising campaign has, since its first launch, reflected the growth dynamic of each of its three core business lines, through the signature "*Red, black and rising*".

The new campaign in 2005 shows how customers can benefit from this growth. The signature takes on a new meaning with "the red and black effect": growth is one of the distinctive signs of the Group, in the same way as the colours red and black, and clients can reap the benefits of this strong performance to boost their own development.

Three characteristics of the Group, three benefits to customers, and three visuals :

When red meets black, the results are stronger performance, broader perspectives and accelerated expansion. This is the "red and black effect" shown in each of the campaign's three visuals.

The painting: a man in black is looking at a painting dominated by the colour red; a shadow, apparently that of the man, can be seen in the painting. This surprise effect shows how new perspectives are possible thanks to the Group's capacity for innovation and farsightedness.

The bouquet of roses: a businesswoman in black walks past a florist bearing an immense bouquet of red roses. Suddenly she appears to be surrounded by the bouquet as if by a halo, radiant with success achieved thanks to the Group's expertise.

The sneakers : as a man walks past a store window displaying a pair of red sneakers, his pace suddenly accelerates as if he is carried along by the shoes, symbols of the Group's performance.

The campaign, launched in April, will roll out throughout Europe, the USA and Asia in all leading economic and financial publications.

CONTACTS

SOCIETE GENERALE

Jérôme FOURRE
+33(0)1 42 14 25 00
Stéphanie CARSON-PARKER
+33(0)1 42 14 95 77
Hélène AGABRIEL
+33(0)1 41 45 97 13

COMM/PRS

Tour Société Générale
92972 Paris-La Défense cedex
France
Fax +33(0)1 42 14 28 98
www.socgen.com

SOCIETE GENERALE

A French corporation with
share capital of
EUR **542 691 448,75**
552 120 222 RCS PARIS



GROUP

**RETAIL BANKING & FINANCIAL SERVICES – ASSET MANAGEMENT, PRIVATE BANKING –
CORPORATE & INVESTMENT BANKING**

Press contacts

Harrison & Wolf

Bruno Fradin: tel. 01 41 49 70 70

B.fradin@harrison-wolf.com

Société Générale

Jérôme Fourré: tel. 01 42 14 25 00

jerome.fourre@socgen.com

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.

www.socgen.com