

London, 31 January 2006

Société Générale launches football warrant

Société Générale will issue on 2 February 2006 a "SG Football 2006" warrant, giving investors exposure to a basket of nine European companies selected by Société Générale Cross Asset Research as the most likely to benefit financially from the 2006 Football World Cup.

The FIFA World Cup will take place in Germany from 9 June to 9 July 2006. The Championship is now a major economic and financial event with a vast global audience and has a significant impact on the host country. The Société Générale World Cup basket therefore looks to invest in companies likely to benefit from German domestic consumption, sportswear sales or official sponsorship or advertising campaigns based around the championship.

The nine stocks are selected based on having outperformed in the run-up to at least four of the five major football events in the recent past* and all have a market cap greater than €3 bn. In the three months prior to each of the last five major football events, this basket of stocks increased in value by an average of 14.9% in absolute terms**.

The SG Football 2005 warrant will be listed on the LSE and can be bought or sold through any UK stockbroker as you would trade regular shares.

The nine stocks in the basket are: Accor, Continental, Nestle, Adidas-Salomon, Danone, Beiersdorf, Heineken, Pinault-Printemps-Redoute and Puma. All these stocks are listed outside of the UK but the warrant will be issued in GBP with exchange rate risk removed.

Commenting on this warrant, David Lake, Head of UK Listed Products at Société Générale says, "This is an excellent opportunity for UK investors to invest in companies that Société Générale believes will benefit from the huge economic event that the World Cup has become. The product has received a lot of interest already and we're sure it will become one of our most popular warrants as World Cup fever starts to mount."

Warrant details

- The World Cup warrant is issued at around £1,000 and offers two times leveraged exposure to the performance of the basket between issue date and expiry.
- To limit losses, the World Cup Warrant has an in-built stop loss which is triggered if the value of the basket falls by 30% or more. In this case, the warrant immediately expires, with any remaining value of the warrant paid out to the holder.
- Issue date: 2 February 2006.
- Expiry date: 31 July 2006. At expiry, the cash value of the warrant will automatically be paid out to the holder with no action required on the holder's behalf.

SOCIETE GENERALE
PRESS RELATIONS

Stephanie Carson-Parker
Tel: 331 42 14 95 77
stephanie.carson-
parker@socgen.com

SOCIETE GENERALE
CORPORATE & INVESTMENT
BANKING

Michelle Gathercole
Tel : +44 20 7676 6771
Michelle.Gathercole@sqcib.com

Sophie Hoggarth
Tel : +44 20 7676 6801
Sophie.Hoggarth@sqcib.com

SOCIETE GENERALE
A French corporation with share
capital of EUR 550,781,598.75
552 120 222 RCS PARIS

Full details of the warrant a live price can be found on the Société Générale warrants website:
www.uk.warrants.com .

*1998 and 2002 World Football World Cups and 1996, 2000 and 2004 European Cups

** Source: Société Générale Cross Asset Research

Press contact :

Société Générale Corporate & Investment banking

Michelle Gathercole
Michelle.gathercole@sgcib.com

+44 20 7676 6771

Société Générale

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

www.socgen.com

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