

Press Release

London, 9 June 2010

Societe Generale launches the Football 2010 Tracker

Societe Generale, a major provider of UK Exchange Traded Products with the largest range, has launched a tracker indexed on a basket of European shares sensitive to the World Cup 2010 selected by Societe Generale analysts.

Several international companies, mainly in beverages, food producers and retailer sectors, have been shown to perform especially well, both before, during and after the events. Consequently, Societe Generale analysts identified 16 European shares that have historically outperformed or at least been in line with the DJ Stoxx 600 Index during a World Cup. (Please refer to Notes to Editors for composition of the basket)

Key advantages of the tracker, "SG Football 2010", include:

Simplicity: Gives one-to-one exposure to World Cup sensitive shares in one single trade
Liquidity: Liquidity provided by Societe Generale, who functions as market maker
Pricing: Continuous pricing during market hours, giving investors easy access
Transparency: Tracking a basket of well known international shares

Based on the last four World Cup events, the simulated performance of the SG Football 2010 basket has an average performance of 19.05%.

The SG Football 2010 is part of Societe Generale's Exchange Traded Products including Lyxor ETF, SG ETN, Covered Warrants, Turbos and Listed Structured Products.

For more information on Societe Generale Listed Products, visit:

<http://www.sqlistedproducts.co.uk/admins/files/flp/warrant/uk/files/4705.pdf>

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A French corporation with share capital of EUR 924,757,831
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Notes to editors:

Composition of the basket:

Company	Currency	Weight at inception
Heineken	EUR	6.25%
Wm Morrison	GBP	6.25%
Hennes & Mauritz (H&M)	SEK	6.25%
Lindt & Sprungli	CHF	6.25%
Carlsberg	DKK	6.25%
Danone	EUR	6.25%
J Sainsbury	GBP	6.25%
Tesco	GBP	6.25%
Marks & Spencer	GBP	6.25%
Unilever NV	EUR	6.25%
Whitbread	GBP	6.25%
Diageo	GBP	6.25%
Nestlé	CHF	6.25%
DSG International	GBP	6.25%
Next	GBP	6.25%
PPR	EUR	6.25%

The selection process for the basket was based on:

Performance calculations relevant to each World Cup from 1994 to 2006

Performance measured 3 and 6 months prior to, during the World Cup and 1,3 and 6 months after the event.

In order to be selected the stocks has to outperform the DJ Stoxx 600 Index in at least 60% of the tournaments

The basket was back tested against the DJ Stoxx 600 Index during previous World Cups

During the last four World Cups this basket has always performed positively. However, past performance is not a guarantee of future performance as the effects of current and future economic and global factors may impact differently upon the selected shares. Furthermore, investors' capital is not guaranteed and any negative performance of the underlying Basket during the term of the Tracker will induce a capital loss.

Product details:

Underlying:	SG Football 2010 Basket
Issuer:	Société Générale Acceptance
Listing:	London Stock exchange
Liquidity:	Intraday
Maximum spread:	1%
Currency:	GBP
Management fee:	0.80%
Minimum trade size:	1 product
Dividends:	85% reinvested in the basket
Listing date:	12 May 2010
Expiry Date:	16 April 2012
Settlement date:	30 April 2012
Initial Price:	100 GBP
LSE Product Code:	ST06
Bloomberg code:	ST06 Corp
Reuters Code:	ST06.L
ISIN Code:	ANN8136G1418

Eligibility:

SIPP & SSAS:	Yes
ISA:	No*
CGT:	Yes*

The SG Football 2010 Trackers can be bought or sold at any time on the secondary market prior to maturity during normal market hours on the London Stock Exchange. The value of the Product will vary on a daily basis.

Societe Generale

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,073 billion, December 2009) and under management (EUR 344 billion, December 2009).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com