

Press release

Paris, 28 November 2007

Société Générale becomes a major partner of the Evian Masters

Franck Riboud, President of the Evian Masters, is pleased to announce a new major partner of the Evian Masters, Société Générale, to become "Presenting Sponsor" of the event for 5 years.

With this new partnership Société Générale joins the club of Evian Masters sponsors, alongside such prestigious brands as Rolex, Evian and Lacoste. The Evian Masters, which celebrates its 15th edition* in 2008, confirms its standing as a world event – one of the most important women's professional golf tournaments.

Société Générale, already a historic partner of golf in France, also affirms its presence as an international partner of the sport.

"The Evian Masters, which has constantly grown since its creation, will take another important step forward with the arrival of Société Générale alongside our faithful partners. This is a sign of confidence, which bolsters our shared ambition to continue building the world's finest tournament. Clearly, this partnership will have a direct effect on the quality and influence of the tournament in the short and medium term", said Franck Riboud.

Speaking on behalf of Société Générale, Daniel Bouton said: "As an official partner of the French Golfing Federation since 2001, Société Générale brings a high-profile dimension to its action in the world of sport, as it has just done with the Rugby World Cup. The bank aims to support the development of women's golf in order to help the Evian Masters reinforce its position amongst the foremost world tournaments of the professional circuit".

* Thursday 24 July – Sunday 27 July 2008

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Evian Masters press service - Agence Olivia Payerne
Tel. 33 1 46 04 08 62 - contact@agence-op.fr <<mailto:contact@agence-op.fr>>

Société Générale
PRESS RELATIONS
SOCIETE GENERALE

Hélène AGABRIEL
+33 (0)1 41 45 97 13
Stéphanie CARSON-PARKER
+33 (0)1 42 14 95 77
Mireille MOURTADA
+33 (0)1 42 14 58 19

Laura SCHALK
+33 (0)1 42 14 52 86
Carole THILLOU
+33(0)1 42 14 02 17
P.A +33(0)1 42 14 49 48
Fax +33(0)1 42 14 28 98

SOCIETE GENERALE
COMM/PRS
75886 PARIS CEDEX 18
www.socgen.com
A French corporation with share capital of EUR 582,831,013.75
552 120 222 RCS PARIS

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- Retail Banking & Financial Services: Société Générale serves 27,6 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 2 585 billion, Sept 2007) and under management (EUR 450,1 billion, Sept 2007).
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Société Générale is included in the five major socially-responsible investment indexes.

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