

## Press release

*FOR IMMEDIATE RELEASE*

Paris, France and Toronto, Canada, December 1, 2008

### **Integra Capital Ltd. and Lyxor Asset Management S.A. Announce Strategic Alliance in Canada.**

**Integra Capital Ltd**, a Canadian investment management firm based in Toronto, and **Lyxor Asset Management SA**, a 100% subsidiary of the French **Société Générale Group**, today announced a strategic alliance to service pension funds in Canada.

Under this alliance, Integra will introduce Lyxor's Hedge Fund platform and "Funds of Hedge Funds" to Canadian registered pension plans.

Lyxor manages US\$84 Billion as of October 2008 and is specialized in three areas of expertise: Alternative investment, exchange traded funds and structured management.

"This unique positioning has developed Lyxor's reputation as a leading provider of cutting-edge asset management strategies", said **Graham Rennie**, CEO and managing partner of Integra Capital, who made the announcement.

Integra Capital is a Canadian investment management company that delivers traditional and innovative investment strategies to help meet their clients' evolving pension investment objectives.

"Institutional investors demand transparency, liquidity, and superior risk management in today's investment environment," said Rennie.

*FOR FURTHER INFORMATION:*

**Tris Lett 905-829-7335**

## **Integra-Lyxor Alliance**

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“Lyxor Asset Management is one of the few firms in the world that delivers hedge funds and funds of hedge funds with these critical qualities. We are certain the Canadian institutional markets will be very receptive to the Lyxor managed account approach”, said Rennie.

**Xavier Cahierre**, managing director at Société Générale commented: "We identified Integra to be uniquely positioned to bring our institutionally structured approach to the Canadian marketplace and we look forward to working with the Integra partners"

**Société Générale** is one of the largest financial services groups in the euro-zone. The Group employs 151,000 people worldwide in three key businesses: Retail banking and financial Services, global investment management and corporate and investment banking. Société Générale has been present in Canada since 1974. [www.sgcib.com](http://www.sgcib.com)

**Lyxor Asset Management** is a wholly-owned subsidiary of Société Générale Group. Created in 1998, Lyxor AM manages US\$84 billion in three businesses: Alternative investments (US\$26.4 billion), structured management (US\$24.4 billion), and index tracking (US\$33.33 billion Exchange Traded Funds).

**Integra Capital Ltd.**, established in 1987, is a Canadian investment firm, owned and operated by its principals. It manages \$4.2 billion in pension assets. Since its inception, Integra has provided defined benefit and defined contribution clients with innovative and traditional strategies to meet their ever-evolving needs.

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#### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 120,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 22,5 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 2 262 billion, December 2006) and under management (EUR 422 billion, December 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)

#### **Société Générale Corporate & Investment Banking**

Present in over 45 countries across Europe, the Americas and Asia, Société Générale Corporate & Investment Banking is a reference bank specialising in:

- Euro capital markets. A top ten player in debt and equity segments (bonds, securitisations, syndicated loans, equity-linked and equity issues).
- Derivatives. Among the world leaders in equity derivatives and in many interest rate, credit, foreign exchange and commodities derivatives.
- Structured finance. A worldwide leader in export, project and structured commodity finance.

Combining innovation and quality of execution, Société Générale Corporate & Investment Banking provides corporates, financial institutions and investors with value-added integrated financial solutions.

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

#### **Lyxor Asset Management** [www.lyxor.com](http://www.lyxor.com)

Created in 1998, Lyxor AM currently manages EUR 74.9 billion. A wholly-owned subsidiary of Société Générale Group, belonging to the Corporate and Investment Banking arm of the group, the asset management company specializes in three businesses:

- **Alternative Investments (EUR 25.9 billion)**. Lyxor AM offers a broad range of hedge funds, funds of hedge funds and absolute return funds, adhering to high risk-management standards and rigorous hedge fund manager selection guidelines. Lyxor AM gained its prominence with its hedge fund platform. This platform includes more than 170 hedge funds covering all principal strategies and represents a diversified investment universe benefiting from a high level of transparency, security and liquidity.
- **Structured Management (EUR 19.9 billion)**. Lyxor AM offers investment solutions to its customers adapted to their risk profiles and return objectives. These solutions integrate the innovations of the Group into this domain, world number 1 as regards structured products on equity.
- **Index Tracking (EUR 29.1 billion)**. Lyxor AM offers one of the most diversified and liquid range of ETF (Exchange Traded Funds). The company is one of the top players of the European ETF industry. Lyxor ETFs are listed in Europe and Asia and reflect Equity, Bond and Commodity markets. [www.lyxoretf.com](http://www.lyxoretf.com).