

Press release

Paris, France and New York, USA, 17th June, 2008

Rockefeller & Co. and SG Private Banking Announce Global Alliance. SG Private Banking purchases equity stake in Rockefeller Financial Services.

Rockefeller Financial Services, Inc., the parent company of Rockefeller & Co., Inc., a leading global wealth management firm, and SG Private Banking, the global wealth management arm of France's Société Générale, today announced a global alliance. Under this alliance, Rockefeller & Co. and SG Private Banking, as independent companies, will work together to share areas of expertise and jointly serve the financial needs of ultra high net worth individuals and family offices around the world. Both companies will also continue their own ongoing business activities.

As part of this global alliance, SG Private Banking has purchased a minority equity interest in Rockefeller Financial Services, the parent company of Rockefeller & Co. Under the terms of the agreement, James S. McDonald, President and Chief Executive Officer of Rockefeller & Co., will join the Executive Committee of SG Private Banking, while Daniel Truchi, Chief Executive Officer of SG Private Banking and Marc I. Stern, Chairman of Société Générale Global Investment Management and Services for North America, will join Rockefeller & Co.'s 11-member Board of Directors.

James S. McDonald said, *"We are delighted to enter this strategic alliance with SG Private Banking, which reflects our commitment to the continued investment in and growth of our global franchise, to the benefit of our clients in the U.S. and around the world. Our strategic alliance with SG Private Banking provides Rockefeller & Co. with access to resources that will broaden and deepen our best-in-class service to our clients, and today's announcement is a first step towards further exciting initiatives for both of our organizations."*

Daniel Truchi said, *"This relationship with such a highly regarded institution as Rockefeller & Co. is an important step in our development strategy globally and in North America. It will increase SG Private Banking's capability to provide a dedicated offering to ultra high net worth clients and family offices worldwide, a key client segment of our growth strategy. SG Private Banking and its clients will also benefit from Rockefeller & Co.'s long-established record of investment success, experience and know-how in wealth management and family office services."*

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Société Générale

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 & Financial Services: Société Générale serves 30 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 2 731 billion, Mar. 2008) and under management (EUR 391 billion, Mar. 2008).
- 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.

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SG Private Banking

SG Private Banking, the wealth management arm of France's Société Générale for high net worth individuals, is one of the world's leading private banks, with approximately €71 billion of assets under management. Total assets under management for Société Générale Group's wealth management activity, including upper affluent segment, stood at around €184 billion. With more than 2,700 staff in 25 countries, SG Private Banking's teams are known for their expertise in wealth management and asset allocation, offering clients tailor-made solutions.

Rockefeller Financial Services / Rockefeller & Co.

Rockefeller Financial Services, Inc. is the parent company of Rockefeller & Co., Inc., a leading global wealth management firm that provides comprehensive wealth and investment management services to a diversified client base of high net worth individuals, families, trusts, foundations, endowments and other institutions in the U.S. and throughout the world. Headquartered in New York and with offices in Boston and Washington, D.C., Rockefeller & Co. and its subsidiaries have, as of March 31, 2008, total assets under administration of US \$29 billion.

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SG Private Banking

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