

SG Private Banking France chooses Odyssey's Triple'A Plus™ platform

Luxembourg, 5 May 2009 - Odyssey Financial Technologies, the global provider of Private Wealth and Asset Management solutions and services, is pleased to announce that the Société Générale Group has selected Triple'A Plus™ to upgrade its portfolio management system for its Private Wealth Management activities in France.

The bank plans to gradually roll out Triple'A Plus™ to its SG29 portfolio managers and Private Banking relationship managers in 2010. Both types of users will benefit from Triple'A Plus's advanced portfolio management, performance attribution and asset valuation functions.

Triple'A Plus™ will interface with Société Générale's main back-office software platforms to optimise operational processes.

Odyssey was chosen by SG Private Banking France at the end of 2008 after a comprehensive selection process which followed a call for tender sent out to most portfolio management software vendors.

Philippe Loiseau, COO, SG Private Banking, comments, "Our choice turned to Odyssey for the in-depth functional coverage and modularity of their Triple'A Plus™ product. An important factor was also our ability to leverage existing synergies with our international Private Banking operations in Switzerland, Luxembourg, Singapore, Hong

Kong or London, where Triple'A Plus™ has been successfully used for many years. We look forward to further developing our existing partnership with Odyssey to guarantee that the French platform goes into production in a short time-frame at the lowest possible costs."

Triple'A Plus™, one of the leading software platforms in the private banking area, allows firms to minimize operational risks, reduce their running costs and increase the productivity of their portfolio and relationship managers.

Antoine Duchateau, CEO Odyssey, states, "We are very happy to be able to count SG Private Banking among our clients. This new signing demonstrates both our existing clients' trust and their satisfaction. We hope that this project will allow us to continue developing our business in the French market and strengthen our business ties with the Société Générale Group."

About SG Private Banking

SG Private Banking, the wealth management arm of the Société Générale Group, ranks among the leaders in private banking with AUM of 66.9 billion euros at the end of December, 2008. With staff of more than 2,900 in 21 countries across the world, SG Private Banking provides wealth management solutions to businesses and HNWI with more than one million euros in financial assets. SG Private Banking also provides wealth management services to HNWI individuals and families across the world, notably through its worldwide alliance with Rockefeller & Co. SG Private Banking proposes international financial engineering solutions and family services (tax advice, trusts, etc.), global expertise in structured products, hedge funds, mutual funds, private equity funds and real estate investment solutions, and access to capital markets.

The recognised expertise of SG Private Banking's teams in wealth management and asset allocation is regularly rewarded: in 2009 SG was voted "Best Global and European Private Bank" for its structured product offering, and "Best Private Bank" in Luxemburg and Japan by Euromoney magazine. In 2008, the bank received Private Banker International's award for "Best Private Bank" for its innovative product and services offering. For more details, please visit the website: www.sgprivatebanking.com

About Odyssey Financial Technologies

Odyssey is an industry leader in the global provision of wealth and asset management solutions and services to the Private Banking, Mass Affluent/Brokerage and Retail Banking sectors as well as to Institutional and Fund Managers. Over 200 financial institutions in more than 30 countries have chosen Odyssey solutions. Odyssey focuses on providing a comprehensive range of modules for portfolio management (PMS), advisory and sales processes, customer relationship (CRM), compliance, risk, and analytics. These modules are deployed on a scalable wealth and asset management platform, facilitating the enterprise-wide implementation of software solutions. Founded in Luxembourg in 1995, Odyssey today has offices in the key financial centres, including New York, Singapore, Zurich, Frankfurt, Munich, Brussels, Geneva and Tokyo. Odyssey's operational head office is located in Lausanne, Switzerland. The development centres are located in Toronto, Lausanne and London. Throughout this knowledgeable network Odyssey employs over 500 professionals. For further information, please visit: www.odyssey-group.com

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