



Luxembourg, 21 September 2009

PRESS RELEASE

BGL becomes “BGL BNP Paribas”

An important step in the association process

Following the decision of BGL shareholders to change the bank’s registered name with effect from 21 September 2009, BGL is now BGL BNP Paribas. In unveiling the new sign at its headquarters today, the bank kicked off the deployment of its new corporate identity.

A new chapter has thus opened for BGL BNP Paribas, which can count on the full support of BNP Paribas, one of the top banking groups in the eurozone and one of the strongest financial institutions in the world. The Luxembourg state remains a major shareholder.

Adopting the new BGL BNP Paribas corporate logo confirms the commitment of both partners to pooling their resources to serve the clients and economy of Luxembourg, drawing on both the deep roots of BGL and the strength and international standing of BNP Paribas.

Deploying the new BGL BNP Paribas corporate identity and logo will take place from 21 September 2009, in tandem with a campaign featuring posters and a special welcome drive at branch offices. Throughout the campaign, the bank will offer exceptional offers and products, with a particular focus on loans and savings.

Installation of new signs at branch offices will be completed over the next two weeks.

New logo: powerful, striking and universal

The logo is shared by all BNP Paribas units. It was designed in 2000 when the merger of BNP and Paribas created one of the first banks with a truly European strategy.



**BGL
BNP PARIBAS**



- The **symbol** shared by all BNP Paribas units features stars (a reference to the European Union) in a process of transformation (capacity for change) into a bird (symbols of life and energy). It evokes the openness, freedom and adaptability of a service company focusing squarely on its clients.
- The **green square** symbolises nature and optimism; positive and forward-looking values in keeping with the tagline “The bank for a changing world”.
- The **alliance** of the BGL and BNP Paribas names symbolises the roots and strength of these two partners and thus stands for their commitment to pooling their resources to serve clients.

The new BGL BNP Paribas brand illustrates the joint commitment of these two banks, built on respect for their corporate cultures and identities – and a springboard for an ambitious business development project serving clients and the national economy.

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in the Grand Duchy of Luxembourg, with a balance sheet totalling EUR 52.8 billion at 30 June 2009. Now a leader on its domestic market, it offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is one of the 6 strongest banks in the world according to Standard & Poor's. With a presence in 85 countries and more than 205,000 employees, 165,200 of which in Europe, BNP Paribas is a global-scale European leader in financial services. It holds key positions in its three activities: Retail banking, Investment Solutions and Corporate & Investment Banking. The Group benefits from its four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

* Within its peer group

Press contacts:

BGL BNP Paribas

Jean-Louis Margue

+352 42 42 23 40

jean-louis.margue@bgl.lu

Anne Wenandy

+352 42 42 46 14

anne.wenandy@bgl.lu