

Luxembourg, 22 September 2010

PRESS RELEASE

The curtain goes up on BGL BNP Paribas Film Days, presented alongside Utopia and CinéStarlight

Feature films for just €3 each from Friday to Sunday, September 24-26!

BGL BNP Paribas Film Days run from Friday, September 24 to Sunday, September 26 – three full days for film buffs to catch a movie for just €3* at the Utopolis, Ciné Utopia and CinéStarlight cinemas. Take advantage of this great opportunity to see new films such as *Eat Pray Love*, *Hors-la-loi*, *Jud Süss – Film ohne Gewissen*, *The Town* ou *Io sono l'amore*, and go back for a second look at others you've already enjoyed. There are also special preview screenings of eagerly awaited releases including *Holy Water*, *Creation* and *Wall Street/Money Never Sleeps*.

BGL BNP Paribas Film Days illustrate the bank's traditional support for cultural life in Luxembourg, including exhibitions and a range of sponsorship/partnership programmes. They also reflect BNP Paribas's longstanding commitment to film through its "Partenaire de tous les cinemas" initiative.

BGL BNP Paribas Film Days: suspense, comedy, drama – films for every taste and every audience. And if it's hard to select one, why not see them all: the price is right! More information at www.filmdays.lu

* Surcharge for 3D and particularly long films

About Utopia

Utopia s.a operates cinemas in Luxembourg, including two multiscreen complexes – Utopolis in Luxembourg Kirchberg (10 screens) and Ciné Utopia in Luxembourg city (5 screens). Utopia s.a. belongs to the Utopia Group of Cinemas operating 13 film theatres in four countries (Luxembourg, Belgium, the Netherlands and France).

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 52.5 billion at 30 June 2010. 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 six strongest banks in the world* and the largest bank in the eurozone by deposits. With a presence in more than 80 countries and more than 200,000 employees, including 160,000 in Europe, BNP Paribas is a leading European provider of financial services on a worldwide scale. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Retail Banking, the Group has four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas is rolling out its integrated model across the Europe-Mediterranean zone and boasts a large network in the United States. BNP Paribas Personal Finance is the leader in consumer lending in Europe. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe and solid and fast-growing businesses in Asia.

* Rated AA by Standard & Poor's i.e. 3rd rating level on a scale of 22.

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