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PRESS RELEASE

BGL BNP Paribas launches www.startin.lu, a blog specially for students and young people

BGL BNP Paribas has just opened www.startin.lu, a blog for students and young people at the start of their careers.

This new resource addresses general themes of special relevance to young people's daily lives, and offers a wealth of information and practical advice on subjects such as student jobs, what to do when you lose your papers, and priorities for anyone thinking of buying a house or an apartment. A wide selection of links gives users quick access to more specialized sites for additional information from sources such as government departments.

The blog features Laura and Olivier, BGL BNP Paribas client advisers on call to help students and young people at the start of their careers achieve their goals and make the most of life with the support of the bank's comprehensive offering of financial services.

On a lighter note, visitors can win prizes by taking part in draws and competitions such as the current "Rock ou pas Rock" quiz offering a chance to win tickets to the Rock-A-Field 2010 festival. And if you sign up for a Compte Jeunes young people's account with BGL BNP Paribas, you'll automatically be entered in a draw for an iPad.

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 43.2 billion at 31 December 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 six strongest banks in the world according to Standard & Poor's* 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.

*Within its peer group



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