

- Press Release -

New York, June 14, 2010

## **Lyxor Asset Management Hires Client Service Manager, Extending Global Client Service Team**

Lyxor Asset Management, a wholly-owned subsidiary of Société Générale, hired Isela Rosales as head of its U.S. client service team to strengthen Lyxor's relationships with U.S. based consultants and institutional clients. She will be based in New York and report to Lionel Erdely, CEO of Lyxor U.S.

Ms. Rosales's appointment represents the latest development in Lyxor's expanding U.S. business. As client service manager, she will be responsible for day-to-day investor relations for both the Lyxor Managed Account Platform and Lyxor's spectrum of advisory products. Due to her extensive experience, Ms. Rosales will also be involved with Lyxor's broad relationships with the alternative investment consulting community.

Ms. Rosales was previously the New York Regional Director of Client Service and Sales at alternatives manager, Coast Asset Management, LLC. Her work experience also includes positions with a third-party marketing firm, a family office, and investment consultant Cambridge Associates.

Ms. Rosales is a Bachelor of Arts graduate from Stanford University, a member of the Stanford New York Alumni Board and 100 Women in Hedge Funds. She is also a founding member of Alpha Kappa Psi and founder of the Lobos for School Scholarship Fund.

### **Notes to Editors**

#### **Lyxor Asset Management**

Lyxor Asset Management is a subsidiary of Société Générale established in 1998, intended to provide financial innovations. Lyxor Asset Management is present in Europe, Asia, and the United States.

PRESS RELATIONS  
LYXOR ASSET MANAGEMENT

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LYXOR ASSET MANAGEMENT  
Société Anonyme with share capital of  
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