



NORTH AMERICA

For Immediate Release

New Lender Enters US Retail and Floor Plan Marine Finance Market

Baltimore, MD – October 7, 2010 - SGB Finance North America, Inc. announces their entrance into the retail and floor plan marine finance market in the United States. SGB Finance North America is the wholly owned subsidiary company of SGB Finance S.A. France, a finance company with over 10 years expertise in boat financing.

SGB Finance S.A. France, through its exclusive partnership with the Beneteau Group, offers retail and wholesale marine financing solutions in around 250 distributors in Europe.

“We are continuing the SGB Finance expansion due to the success we had in Europe. SGB Finance North America was created in the 4th quarter of 2009 in order to promote and create financing options for the Beneteau Group brand. We started the wholesale lending program for the Beneteau Group dealers in March 2010 and are now introducing the retail financing program on the opening day of the Annapolis Sail boat show, the largest sail boat venue in the United States which draws much international attention,” explains Hervé Bonnet, President and CEO of SGB Finance North America which is headquartered in Baltimore, Maryland.

Emmanuel Arri, Vice President of Finance and Administration for Beneteau Group North America stated “SGB Finance North America provides the competitive advantage for our dealer network to obtain favorable floor plan terms and offer retail financing options. Our customers can now take advantage of the expertise the Beneteau Group offers, including high quality and innovative boats (with our brands Beneteau, Jeanneau, Lagoon, Prestige and Monte Carlo), as well as unmatched retail financing options.”

About SGB Finance North America, Inc.

SGB Finance North America, Inc.- subsidiary of SGB Finance S.A France - is a joint-venture between CGL and the Beneteau Group. CGL France is a financial establishment founded in 1951 and is a wholly-owned subsidiary of the French Bank, Société Générale. Société Générale is a leading worldwide bank with 157,000 employees. The SGB Finance North American headquarters is located at 1407 Fleet Street, 2nd Floor Baltimore Maryland 21231 USA. www.sgb-finance.us