

Press release

Crédit Agricole (Suisse) SA is the new title sponsor of the Swiss Open Gstaad, now named Crédit Agricole Suisse Open Gstaad

Geneva, 14 April 2011

After partnering the Swiss Open Gstaad for four years, Crédit Agricole (Suisse) SA becomes title sponsor for the 2011 tournament.

Crédit Agricole (Suisse) SA is proud to step up its support for the Swiss Open Gstaad by signing on for three years as the tournament's title partner. The 2011 event will be held from 23 to 31 July and has already attracted a host of top players, including Wawrinka, Verdasco, Youzhny and Almagro.

Commenting, Crédit Agricole (Suisse) SA's Chief Executive Officer, Christophe Gancel, said: *"Our experience since 2007 has shown that our partnership with this high-profile tournament goes well beyond the realm of conventional sponsorship. It generates a lot of enthusiasm among our staff as well as our guests. The Gstaad Open has also become one of the most prestigious highlights in the Swiss sporting calendar because of the unique atmosphere and the quality of the players taking part. So, when the opportunity arose, it was natural for us to further step up our involvement"*.

Private banking is our core business and we will be visible at the tournament under the Crédit Agricole Private Banking banner. Crédit Agricole Suisse Open Gstaad is the premier clay-court tennis tournament in Switzerland. It offers visitors a unique geographical location and a roster of top-flight players. And it provides our bank with an ideal platform to increase our brand awareness in Switzerland and affirm our values.

Crédit Agricole (Suisse) SA and the Swiss Open Gstaad are linked by strong common values, including:

- **Sustained involvement**
Sport emphasises the values of effort, respect and commitment which are necessary to achieve victory and career longevity. Those same values are to be found in our roots: from the outset our bank has developed in a spirit of continuity and customer loyalty.
- **The future and new generations**
The Crédit Agricole Suisse Open Gstaad provides a unique opportunity for today's stars to meet tomorrow's champions. Crédit Agricole (Suisse) SA is also concerned about forthcoming generations and is using the tournament to engage with them. Long-term vision and commitment to the future are part of the bank's strategy and are showcased in our advertising campaigns.

- **A long-standing connection with nature**

Our bank has a strong connection with nature and the environment for historical reasons. The Crédit Agricole Group was founded by farmers in 1894 to finance their businesses. Because of our identity we are committed to respect values such as authenticity, preservation and peacefulness. Gstaad epitomises these values and is an outstanding example of a successful blend of ecological and economic considerations.

About Crédit Agricole (Suisse) SA

Crédit Agricole (Suisse) SA, a subsidiary of Crédit Agricole SA, is active in Private Banking, Capital Markets, Corporate Banking (transactional commodity finance and commercial banking) and Banking Logistics. In Switzerland, the Bank is partner of the Haus Konstruktiv Museum and the Crédit Agricole Suisse Open Gstaad. Supported by the financial strength of the Crédit Agricole Group (S&P AA-) and its extensive international network, Crédit Agricole Suisse is one of the top five foreign banks in Switzerland in terms of assets under management, total assets and shareholders' equity. Headquartered in Geneva with over 1,400 employees, the Bank has four branches in Switzerland - Basel, Lausanne, Lugano and Zurich - and numerous international business locations, including Abu Dhabi, Bahrain, Beirut, Doha, Dubai, Hong Kong, Montevideo, Nassau, Singapore and Tel Aviv. More information on www.ca-suisse.com

About the Crédit Agricole Suisse Open Gstaad

Every summer since 1915, tennis lovers have turned their attention to the clay court at the renowned resort of Gstaad in the Bernese Oberland. In addition to attracting the world's finest tennis players, the Crédit Agricole Suisse Open Gstaad offers a combination of Swiss tradition and authenticity in the heart of the Alps. Some of the Swiss Open Gstaad champions were just 20 years old when they won (Richard Gasquet, Stefan Edberg), others were 33 (Roy Emerson); some were winning their first tournament (Thomaz Bellucci), others were already the world No 1 (Roger Federer). Together, they have all contributed to this legendary tournament, which in turn allowed them to rise up the world tennis rankings. Above all, the Crédit Agricole Suisse Open Gstaad offers a rare opportunity to see the players close-up. Spectators can share unique, unforgettable moments with the stars of the ATP World Tour, not just on-court but at a Mini Tennis event, a Battle of Aces, or simply strolling down the famous Gstaad Promenade. For competitors and visitors alike, the Crédit Agricole Suisse Open Gstaad will indeed be an unforgettable experience!

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