



PRESS
RELEASE

Montrouge, September 06, 2005

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Alexandra Rocca has been appointed Director of Communications at LCL Le Crédit Lyonnais.

Her responsibilities will notably include overseeing advertising, press relations, corporate sponsorship/patronage and internal communications. She is also joining the General Management Committee.

Alexandra Rocca, 43 years old and a graduate of the HEC Paris business school and the Institut d'Etudes Politiques in Paris with a bachelor's degree in the arts, was previously Director of Communications at the Galeries Lafayette department stores. She had held this position since 2001, after spending a large part of her career with the Air Liquide group, where she was notably Deputy Head of Group Communications from 1996 until 2001.