

APPLICATIONS TO GLOBAL TRIUM EXECUTIVE MBA PROGRAM MORE THAN DOUBLE SINCE PROGRAM'S LAUNCH

-- Value of International MBA Degree Remains Strong --

New York, NY, London, Paris – September 8, 2003 – Despite the continued downturn in the economy, interest in earning an MBA degree from the international TRIUM Executive MBA Program increased for the third consecutive year. Since the 2000 launch of TRIUM, an integrated alliance program created by New York University Stern School of Business (NYU Stern), London School of Economics and Political Science (LSE), and HEC School of Management, Paris (HEC Paris), preliminary applications have jumped nearly 140 percent. This September, TRIUM will not only enroll its third class of nearly 40 senior executives from around the world, but will also graduate its inaugural class.

“The partnership between NYU Stern, LSE and HEC Paris has been an extremely successful model as evidenced by the continued growth of the TRIUM Executive MBA Program,” said Tom Cooley, Dean, NYU Stern School of Business. “Together we created a unique global educational experience that’s clearly meeting an important need for today’s business leaders around the world.”

The TRIUM Executive MBA Program provides the opportunity to participate in a truly authentic global learning experience due to the advanced curriculum, sociopolitical and economic dimension unique to this MBA program, top-ranked faculty, and diverse backgrounds, both cultural and professional, that each student brings to the classroom.

“The TRIUM Executive MBA Program allows each participant to share an innovative and flexible academic experience with high-profile leaders from around the world,” claimed Bernard Ramanantsoa, Dean, HEC School of Management in Paris.

The class of 2005, which starts its first TRIUM module in London from September 7 – 19, includes senior executives of nearly 20 different nationalities. With an average age of

37, these students are currently employed as chief executives, presidents, vice presidents and managing directors of multinational companies and entrepreneurial ventures around the world.

“TRIUM has helped me gain a deeper understanding of the economic perspectives of my international clients, which is critical to my business,” said Christian Kremer, Managing Partner, Kremer Associés & Clifford Chance, a law firm based in Luxembourg. He is also a member of the TRIUM class of 2004. “After each module, I go back and think about how I can apply what I’ve learned to my job.”

The TRIUM program requires students to participate in six intensive, intellectually rigorous educational modules held in five business centers around the world over the course of 16 months. Modules are hosted at the partner schools, as well as in two additional international locations that rotate annually based on their relevance to global business issues. This schedule best accommodates the demanding schedules of high-level executives, resulting in only 10 weeks out-of-office time during the program. Executives don’t need to relocate, and TRIUM’s online platform enables them to complete teamwork and projects in between modules from their home, office or while on the road.

“The way the TRIUM program was organized allowed me to meet the requirements of my current position, while gaining the skills that propelled me to my next one,” said Frédéric Dervieux, Technical Manager, Ice Cream Europe, Nestlé Corporation and now an alumnus of the TRIUM class of 2003. “In fact, I was promoted twice during the 16 months I was in the TRIUM program, due, in part, to the additional expertise I gained from it.”

TRIUM’s inaugural class graduates on Saturday, September 13, 2003 in London. Each graduate earns a single MBA degree issued jointly by NYU Stern, LSE and HEC. Additionally, as alumni, each becomes a member of four powerful alumni networks: that of TRIUM and each of the partner schools.

For more information on TRIUM, please call +33 1 39 67 70 94 in Europe, +212 998 0442 in the U.S., or visit www.triუმemba.org.

New York University Stern School of Business, located in the heart of Greenwich Village, is one of the United States' premier management education schools and research centers. Stern offers a broad portfolio of academic programs at the graduate and undergraduate levels, all of them informed and enriched by the dynamism, energy and deep resources of the world's business capital. For additional information on NYU Stern, visit www.stern.nyu.edu.

LSE is the world's leading social science institution. Based in the heart of London, its 7,500 undergraduate and postgraduate students come from more than 150 countries worldwide to study in one of the 19 departments or more than 30 research centers. The School is one of the UK's top three research universities, and alumni include 30 past or present heads of state and 30 current UK MPs. A total of 13 Nobel prize winners have either studied or taught at LSE. For additional information on LSE, visit www.lse.ac.uk/.

Created in 1881, HEC Paris is France's leading business school and one of the most renowned in Europe, offering a complementary range of highly selective graduate, post-graduate and executive development programs. The school enjoys unparalleled links with the French and international business communities and boasts a powerful Alumni Association with more than 23,000 members and branches in over 50 countries. Its full-time faculty of over 100 professors serves a student body representing more than 50 nationalities on a purpose-built wooded campus just minutes from central Paris. For additional information on HEC, visit <http://www.hec.fr/>.

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