

TRIUM EXECUTIVE MBA PROGRAM ENROLLS GLOBALLY DIVERSE INAUGURAL CLASS OF SENIOR EXECUTIVES

New York, NY, London, Paris – September 24, 2001 – As part of its objective to deliver an authentically global learning experience, the TRIUM Executive MBA Program, an alliance of three world-renowned universities, New York University Stern School of Business (NYU Stern), the London School of Economics and Political Science (LSE), and HEC School of Management, Paris (HEC Paris), has enrolled a premier, international cohort of 28 senior executives, representing 11 different nationalities and 10 different countries of residency, for its inaugural class. TRIUM is the only MBA program to blend the complementary strengths of three renowned universities and five international learning locations, as well as handpicked top-ranked faculty from each school to teach at their home campuses, ensuring an academically rigorous and genuinely globally focused program. Because the TRIUM class will participate in the program’s carefully crafted educational modules as a group, executives will have the opportunity to share best practices and learn from their international peers about current global business challenges throughout the course of the program. The first TRIUM module begins in London this month.

“We have received an overwhelmingly positive response in TRIUM from companies and individuals and are extremely pleased to announce that our first class not only comprises the highest caliber of senior executives from around the world, but is also rich in international diversity,” said Stephen Hill, Deputy Director of LSE, the alliance school hosting the first TRIUM educational module.

“TRIUM students will achieve an enhanced global perspective based not only on what they learn from our customized curriculum, but also through the invaluable exchange of real-world experiences with their classmates.”

Since the launch of TRIUM last fall, more than 2,000 executives from 100 countries have inquired about the program. TRIUM’s first enrolled class comprises CEOs, presidents, vice-presidents, directors, managers, professionals and entrepreneurs currently working in countries including Canada, France, Germany, Hong Kong, Japan, Korea, Netherlands, Tunisia, the United Kingdom and the United States. These senior executives work in multinational corporations and represent industries such as aerospace, consulting, consumer products and services, and investment banking, and therefore bring a diversity of professional experience that will further enhance the learning experience.

“I am excited to be starting the TRIUM program which I consider absolutely unique. It has a strong focus on being a truly international program in terms of my classmates, the professors and multiple international learning locations,” said Korbinian Kohler, President of Gmund Paper in Germany and a member of the first TRIUM class. “As a business owner, I also really value the structure of the program which minimizes my time away from the office and uses distance learning between the six modules.”

Unlike other MBA programs, TRIUM integrates international economic, political and social policy into the business curriculum through the participation of LSE. LSE is known for its expertise in these areas, which are often neglected in traditional business curricula yet are widely accepted as critical for success in global business. The first TRIUM module will be held at LSE and will address in-depth the broad international context within which modern business decisions have to be taken. Based on LSE’s core strengths, this module will emphasize the interaction between economics and politics. Executives will also observe the House of Lords and hear from industry speakers including Professor Charles Goodhart, Norman Sosnow Professor of Banking and Finance and former member of the Bank of England Monetary Committee; Sir Geoffrey Owen, Senior Fellow of the Interdisciplinary Institute of Management and former editor of the *Financial Times*; and Sir Nicholas Bayne, a senior British diplomat and Fellow of the International Trade Policy Unit in the International Relations Department.

Over the course of 16 months, executives will participate in six intensive educational modules held in five key business centers around the world. The next module will take place in New York in January 2002. The inaugural TRIUM class will graduate in 2003 with a single MBA degree issued jointly by NYU Stern, LSE and HEC Paris.

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 Leonard N. Stern School of Business is a world leader in business education and prides itself on embodying a global perspective in its approach to teaching. Situated in the heart of NYC's Greenwich Village, NYU Stern maximizes its location through partnerships with business and its leaders from Wall Street and the international business community to provide a value-added, "real world" business education. In its more than 100 years as a premier educational institution, NYU Stern has graduated many alumni who are prominent among the ranks of America's top CEOs. 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 7,000 undergraduate and postgraduate students come from more than 130 countries worldwide to study in one of the 18 departments or 31 research institutes. The School, led by sociologist and *Third Way* author Anthony Giddens, is one of the UK's top three research universities, and alumni include 28 past or present heads of state and 33 current UK MPs. A total of 12 Nobel prize winners have either studied or taught at LSE.

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 20,000 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.

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