

FOR IMMEDIATE RELEASE

**NYU Stern, LSE and HEC Paris
Partner to Launch TRIUM Executive MBA**

***First EMBA to Provide Authentically Global Curriculum with
Five International Learning Locations***

New York, NY, London, Paris – October 2, 2000 – In an unparalleled alliance among three world-renowned universities, 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) have united to create **TRIUM Executive MBA**.

TRIUM is the first global EMBA program for senior executives that blends the complementary strengths of *three* premier universities and *five* international learning locations to ensure global depth and focus. Executives from around the world and their firms will gain the latest knowledge, know-how and networks to compete successfully in today's business arena, which is changing rapidly under the impact of the new economy, e-business and globalization.

“We believe a unique program such as TRIUM will provide executives, and ultimately their firms, the opportunity to achieve the critical competitive advantage needed to succeed in today's increasingly global business environment,” said George Daly, dean of New York University Stern School of Business. “Stern brings its strength in finance, international business and e-business to this curriculum that is rich in academic excellence and global perspective.”

Unlike other EMBA 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 to successful global business. Top-ranked faculty teach at their home campuses, ensuring an educational experience that blends local business expertise into a broad international perspective. The carefully designed curriculum will also address the latest e-business strategies and practices.

Executives will participate in six intensive, intellectually rigorous educational modules, hosted at NYU Stern (two modules), LSE and HEC Paris, as well as in two additional international locations that will rotate annually based on their relevance to current global business issues. The first two rotating modules will be held in Hong Kong and Brazil. TRIUM also provides the opportunity to pursue an MBA in a cohesive cohort of fast-tracked peers from around the world, creating access to a unique international network.

To optimize classroom time, which fosters "active learning," TRIUM features 500 live classroom hours, supplemented by web-facilitated, between module learning for preparation, follow-up and team project work. TRIUM's first class will commence in September 2001.

Professor Anthony Giddens, director of LSE, said, "World class business people demand world class learning. This tremendous partnership of three internationally prestigious universities delivers real added-value. A key difference from other MBAs is the integration of economic, political and social policy in the context of globalization, which draws on LSE's knowledge and expertise in these crucial management areas. LSE has never offered a 'traditional' MBA, and this will be no exception."

"Being part of so powerful an alliance provides the perfect showcase for HEC Paris' unique expertise and experience in the art of management in today's integrated European marketplace," said Bernard Ramanantsoa, dean of HEC Paris. "By combining this with the business focus and financial specialization of NYU Stern and the proven academic tradition of LSE, we have built a program without equivalent in modern executive education."

TRIUM is corporate executive-friendly, minimizing office disruption and maximizing flexible use of corporate budget schedules over three calendar years. Executives can earn their degree in just 16 months, taking six trips which results in only 10 weeks away from the office during this time period. Graduates of the TRIUM program will earn 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. Stern's New York City location promotes close relationships with the international business community, offering students unique educational and professional opportunities. Now in its 100th anniversary year, NYU Stern has graduated many alumni who are prominent among the ranks of America's top CEOs.

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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