



SG Cowen

Press Release

MEDIA & ENTERTAINMENT TEAM ADDS TO SG COWEN STRENGTHS

Four senior bankers and two senior analysts from Robertson Stephens launch Media & Entertainment Group

NEW YORK – October 8, 2002 – SG Cowen Securities Corporation, part of the corporate and investment banking arm of the Société Générale Group, announced today that four senior investment bankers and two senior research analysts as well as additional support staff recently joined SG Cowen, creating a Media & Entertainment Group. The Group, located in the New York, Boston and San Francisco offices of SG Cowen, was formerly with investment bank Robertson Stephens.

The formation of the Media & Entertainment Group follows the recent creation of the Consumer Growth Group at SG Cowen and marks another expansion of the firm's capabilities.

Mark Leavitt, a Managing Director, heads the new media group and reports to Greg Malcolm, Head of Investment Banking at SG Cowen. Also joining with Leavitt were Robert Cockburn and Greg Dawkins, both as Vice Presidents. In addition, Peter Lombard joined as a Managing Director responsible for the Media & Entertainment Group's M&A effort. Lombard reports directly to Ben Howe, SG Cowen's Head of Mergers & Acquisitions.

Prior to his tenure at Robertson Stephens, Leavitt spent five years with Prudential Securities where he was responsible for the Prudential Volpe Technology Group, which encompassed the firm's media, technology, internet and telecommunications practices. Earlier in his career, Leavitt headed the Media & Communications and Private Placement groups at Oppenheimer & Co. for 10 years. Leavitt is based in New York City.

Providing the group's research capability are James Marsh and Lowell Singer, who joined the firm as Senior Analysts in Media Research. Marsh began his Wall Street career in 1991 and has worked at Kidder Peabody, Prudential Securities and Robertson Stephens. Singer, prior to five years with Robertson Stephens, spent five years in marketing and general management with Kraft Foods. Marsh and Singer are based in SG Cowen's New York and San Francisco offices respectively and report to Barry Tarasoff, Director of Research at SG Cowen.

"Mark and his team are seasoned and talented pros and add an important component to our firm's expanding capabilities," said Greg Malcolm. "The new group provides a strategic complement to our existing presence in the healthcare, technology, consumer growth and aerospace & defense sectors."

SG Cowen's Media & Entertainment Group complements SG's existing corporate banking relationships with media and telecommunications companies, an effort headed by Managing Director and Head of Media & Telecommunications William Sinsigalli.

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Société Générale Group

The Société Générale Group is one of the largest banks in the eurozone. The Group employs more than 80,000 people around the world in three key businesses:

- Retail Banking : Société Générale serves 12 million retail customers worldwide.
- Asset Management & Private Banking : Société Générale ranks third in the eurozone in terms of assets under management.
- Corporate & Investment Banking : SG is the third largest bank in the eurozone based on net banking income.

Société Générale is the only French bank to be included in the four major socially responsible investment indexes. www.socgen.com

SG

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SG Cowen

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