



SG Cowen

Press Advisory

SG COWEN CONSUMER CONFERENCE TO BE HELD JANUARY 14-15

NEW YORK - JANUARY 9, 2003 - SG Cowen will host its First Annual Consumer Conference January 14-15 in New York. Senior executives from over 80 companies in the Specialty Retailing and Apparel, Retailing/Hardlines and Restaurant sectors will provide insight on the trends and outlook for their companies. In addition, SG Cowen analysts will discuss the outlook for their respective industry sectors and the companies best positioned to prosper in the year ahead.

What: SG Cowen First Annual Consumer Conference

When: Tuesday, January 14 and Wednesday, January 15, 2003

Where: The Westin New York at Times Square
270 West 43rd Street, New York, NY 10036

Reporters who are unable to attend the conference may view webcasts of company presentations on SG Cowen's website, sgcowen.com.

Reporters can register for the conference by contacting Jean Calleja - Tel: 212-278-7633; jean.calleja@us.socgen.com

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SG Cowen

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