



Cowen & Co.

Press Release

For Immediate Release

Geoff Flynn named Head of Consumer Investment Banking Group at SG Cowen & Co.

New York – May 16, 2005 - SG Cowen & Co., LLC, a unit of SG Corporate & Investment Banking, announced today that Geoff Flynn has joined the firm as a Managing Director and Head of the Consumer Group in Investment Banking. Mr. Flynn will be based in San Francisco and report directly to Greg Malcolm, SG Cowen's Head of Investment Banking.

Mr. Flynn joins SG Cowen & Co. from Thomas Weisel Partners where he was a partner and Co-Head of its Consumer practice. Mr. Flynn, who was one of the founders of Thomas Weisel Partners, began his career at Kidder Peabody in 1992 and was a key member of the Montgomery Securities consumer team in the 1990's.

Commenting on the appointment, Greg Malcolm stated, "Geoff's proven leadership ability and impressive knowledge of the Consumer industry as well as his wealth of experience and relationships will bring great value to our franchise and we are delighted to have him join our team."

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SG Cowen & Co.

SG Cowen & Co., LLC is a full-service investment banking firm and securities brokerage with a global commitment to the technology, health care, consumer, entertainment/media and related high-growth sectors. SG Cowen & Co. provides innovative financing solutions to clients and investors worldwide. It is a part of SG Corporate & Investment Banking, and a subsidiary of Societe Generale, a diversified, global financial services institution. SG Cowen & Co. is a registered broker dealer and a member of SIPC.

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