



Lorillard CEO to Present at Morgan Stanley Global Consumer Conference

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NEW YORK, Oct 29, 2004 (BUSINESS WIRE) -- Loews Corporation (NYSE: LTR; CG) announced today that Martin Orlowsky, Chief Executive Officer of Lorillard Tobacco Company, a subsidiary of Loews, will make an investor presentation at Morgan Stanley's Global Consumer Conference at 2:00 p.m. ET on Thursday, November 4, 2004 at the Grand Hyatt Hotel in New York.

Lorillard is the principal asset attributable to Loews Corp.'s Carolina Group. Carolina Group stock, commonly called tracking stock, is intended to reflect the economic performance of a defined group of assets and liabilities, referred to as Carolina Group. Carolina Group, a notional group, is not a separate legal entity.

Mr. Orlowsky's presentation, which is expected to last about 45 minutes, will include a general overview of Lorillard and its current operating environment.

A live audio webcast of the presentation will be made available through Loews Corp.'s website, which can be found at www.loews.com. A replay of the webcast will also be available at the same web address.

SOURCE: Loews Corporation

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