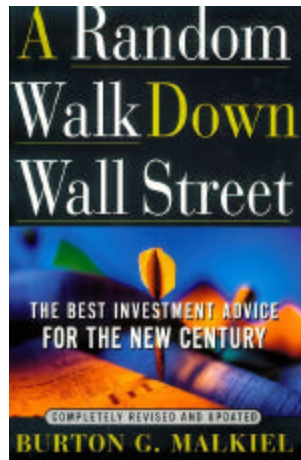


The Joseph Wharton Scholars Program presents
The Ashish and Sapna Shah Speaker Series

***TWO VIEWS OF MARKET EFFICIENCY:
A DISCUSSION OF BEHAVIORAL FINANCE AND EFFICIENT MARKET THEORY***



PROF. BURTON G. MALKIEL

Princeton University
Author of *A Random Walk Down Wall Street*



PROF. RICHARD H. THALER

University of Chicago
Author of *The Winner's Curse* and *Quasi-Rational Economics*

With introductions by Prof. Jeremy Siegel

Thursday, October 3, 2002

4:30 - 6:00 p.m.

Jon M. Huntsman Hall Auditorium (G06)

General Admission (seating will begin at 4:00 p.m.)

Live video cast in overflow rooms: F95 and G55

(Will subsequently be available for download from the Wharton Video Network)