



Corporate Fact Sheet □ Q2 2004

Corporate Profile

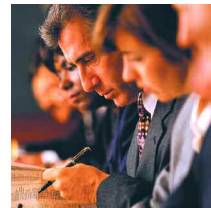
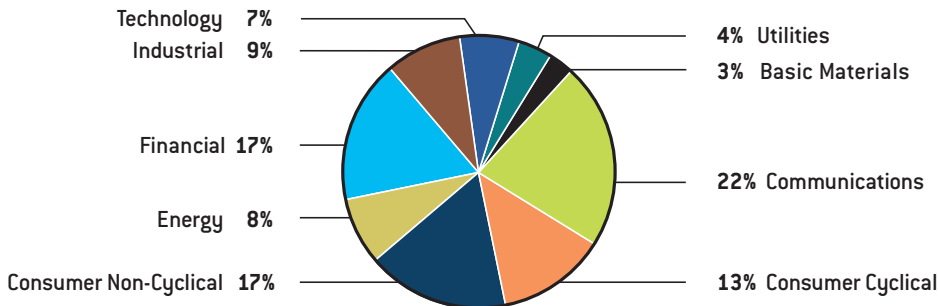
LaBranche & Co Inc. (LaBranche) is the parent of LaBranche & Co. LLC, one of the largest Specialists in equity securities listed on the New York and American Stock Exchanges. LaBranche is also the parent of LaBranche Structured Products, LLC (LSP), a Specialist and market-maker in options, exchange-traded funds and futures on various exchanges, and of LaBranche Structured Products Specialists, LLC (LSPS), a Specialist in NYSE exchange-traded funds. As a Specialist, we play an integral role in both the NYSE and the AMEX floor-based trading auction model by acting as the exclusive broker (i.e., agent) or market-maker (i.e., principal) in our portfolio of listed company stocks and options. The Specialist facilitates all buying and selling of securities of the companies it represents by bringing timely information, critical expertise, and needed liquidity to the forefront of the auction market place. Another subsidiary of LaBranche, LaBranche Financial Services, Inc. (LFSI), provides securities execution, clearing and direct-access floor brokerage services to institutional investors.

How have we achieved our market presence?

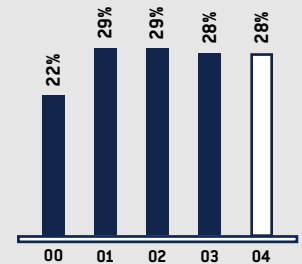
We have achieved our share of the Specialist market through a combination of strategic acquisitions on both the NYSE and AMEX, and the selection of our Company as the Specialist for new company listings. Since 1924, we have provided our clients with the best industry expertise available, carefully balancing the priorities of our growth initiatives with close personal service. Today, we act as the specialist for over 650 companies on the NYSE and the AMEX, including some of the largest and most respected corporations in the world: seven are in the Dow Jones Industrial Average and 105 are in the S&P 500 Index. Our NYSE stock listings represent approximately 26% and 28% of the total dollar and share volume, respectively, traded on the NYSE as of the three month period ended June 30, 2004. Moreover, we serve as the Specialist or market-maker in over 270 options and exchange-traded funds listed on the AMEX and other exchanges.

In today's increasingly competitive marketplace, we are committed to preserving our clients' trust by continually demonstrating our skill in providing outstanding liquidity for the end investor, the shareholders of our listed companies. Our financial strength emanates primarily from our high liquidity, and provides us with the ability to handle increased trades on the floor as principal. For the three months ended June 30, 2004, we handled principal trades of approximately 5.3 billion shares valued at approximately \$168.3 billion.

LaBranche & Co - Industry Segmentation by Share Volume



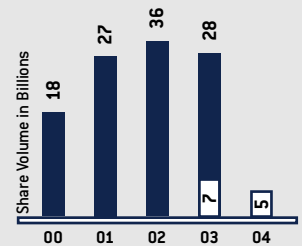
Market Share
LaBranche Percentage of
NYSE Share Volume



Source: NYSE (Prior 12 Months)

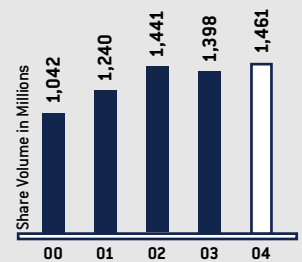
□ Twelve Months Ended June 30,

Principal Shares Traded on NYSE



□ Three Months Ended June 30,

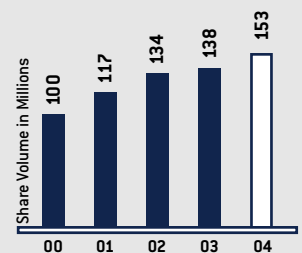
NYSE Average Daily Volume



Source: NYSE

□ Three Months Ended June 30,

NYSE Average Daily Volume
Non-U.S. Stocks



Source: NYSE

□ Three Months Ended June 30,



How have our growth drivers developed?

We continue to maintain our Specialist market share through generating cash earnings, focusing on improving market quality, enhancing Specialist performance and closely servicing our clients. Share and dollar volume traded on the NYSE and AMEX, and the trading opportunities associated with them, drive the profitability of our Specialist segment. We are a large-scale provider of liquidity in the stock execution business. Accordingly, our strategic growth initiatives have focused, in part, on increasing the number of listed clients we represent via acquisitions and thoughtfully designed strategic marketing plans. We continue to expand the Company's product offerings to our institutional clients where we see revenue potential. Our acquisitions and organic growth have provided the Company with a more diversified revenue stream in addition to that of our NYSE Specialist subsidiary. Our LSP and LSPS subsidiaries provide potentially significant areas of growth.

How does our market strategy address the current market structure changes?

In light of the trends that continue to shape the auction market, we continue to make technology and low cost execution strategic priorities that will drive our market performance by focusing on the development and utilization of our own proprietary software applications as well as cutting-edge third-party software. Our mission is to increase our ability to efficiently accommodate expanding trading volumes and effectively improve the quality of transaction execution. To this end, we are a proponent of the technological advances taking place on the floor of the NYSE, where a majority of all orders are now delivered electronically through the NYSE's SuperDOT system.

In addition to increasing electronic order flow from domestic institutional investors, the U.S. equities market continues to attract global liquidity. We continue to focus our efforts on expanding the number of non-U.S. listed clients we represent. Currently we handle approximately 35% of non-U.S. listed company share volume traded on the NYSE. With the U.S. equities market providing the greatest availability of capital at the lowest cost, we expect this trend to continue. We are well positioned in European, South American, Asian, and South African listings to capably handle this important market segment. Our Netherlands subsidiary, LaBranche & Co. B.V., provides client services to our European listed companies.

What other services does the Company offer?

In addition to our services as a Specialist, we offer securities clearing, securities execution, and direct-access floor brokerage services to institutional customers through our LFSI subsidiary. Our Institutional Execution Group provides personalized execution services for the institutional investor community.

Where can further information be obtained?

Further information on LaBranche & Co Inc. is available through the Company's most recent filings with the Securities Exchange Commission, the Company's website at www.labranche.com, or the Company's Investor Relations Department at (212) 820-0437. Additional information on LFSI is available at www.labfs.com. Further information on the role of the Specialist in floor-based auction trading is available through the NYSE's website at www.nyse.com, the AMEX website at www.amex.com, or other informational research tools available on the World Wide Web.

Analyst Coverage

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