

Edgar Filing: BEAR STEARNS COMPANIES INC - Form 424B3

BEAR STEARNS COMPANIES INC  
 Form 424B3  
 June 21, 2004

THE BEAR STEARNS COMPANIES INC.  
 IncomeNotes (SM)  
 With Maturities of Nine Months or More from Date of Issue

Registration No. 333-109793  
 Filed Pursuant to Rule 424(b)(3)  
 Pricing Supplement No. 28  
 (To Prospectus dated November 17, 2003,  
 and Prospectus Supplement dated November 17, 2003)  
 Trade Date: June 21, 2004  
 Issue Date: June 24, 2004  
 The date of this Pricing Supplement is June 21, 2004

Fixed Rate Notes

| CUSIP#    | Interest Rate | Maturity Date | Price to Public | Discounts & Commissions | Reall |
|-----------|---------------|---------------|-----------------|-------------------------|-------|
| 07387EFM4 | 6.00%         | 6/15/2019     | 100.00%         | 2.00%                   | 0.350 |
| 07387EFN2 | 6.30%         | 6/15/2029     | 100.00%         | 2.50%                   | 0.350 |

Subject to Redemption

| First Interest Payment Date | First Interest Payment Amount | Survivor's Option | Yes/No | Date and Terms of Redemption   |
|-----------------------------|-------------------------------|-------------------|--------|--|
| 12/15/2004                  | \$28.50                       | Yes               | Yes    | Commencing on 6/15/2007 and on the 15th day of each month thereafter until Maturity, Notes may be called in whole at par at the option of the Company on ten calendar days notice. |
| 12/15/2004                  | \$29.93                       | Yes               | Yes    | Commencing on 6/15/2009 and on the 15th day of each month thereafter until Maturity, Notes may be called in whole at par at the option of the Company on ten calendar days notice. |

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The distribution of IncomeNotes will conform to the requirements set forth in Rule 2720 of the NASD Conduct Rules.