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BEAR STEARNS COMPANIES INC

Form 424B3

February 04, 2004

PRICING SUPPLEMENT NO. 12

DATED: January 30, 2004

Rule 424(b)(3)

File No. 333-109793

(To Prospectus dated November 17, 2003,

and Prospectus Supplement dated November 17, 2003)

\$10,668,950,162
THE BEAR STEARNS COMPANIES INC.
Medium-Term Notes, Series B

Principal Amount: \$35,000,000 Floating Rate Notes [x] Book Entry Notes [x]

Original Issue Date: 2/4/2004 Fixed Rate Notes [] Certificated Notes []

Maturity Date: 2/4/2008 CUSIP#: 073928D75

Option to Extend Maturity: No [x]

Yes [] Final Maturity Date:

Applicable Only to Fixed Rate Notes:

Interest Rate:

Interest Payment Dates:

Applicable Only to Floating Rate Notes:

Interest Rate Basis: Maximum Interest Rate: N/A

[] Commercial Paper Rate Minimum Interest Rate: N/A

[] Federal Funds Effective Rate

[] Treasury Rate Interest Reset Period: Quarterly

[] LIBOR Reuters Interest Payment Date(s): **

[x] LIBOR Telerate

[] Prime Rate

[] CMT Rate

Index Maturity: Three Months
Spread (plus or minus): +0.20%

* On the 4th of each May, August, November and February prior to Maturity.

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** On the 4th of each May, August, November and February including the maturity date.

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