

Press Release

Wall Street Plaza
88 Pine Street, 32nd Floor
New York, NY 10005, USA

Tel +1 212 850 5600
Fax +1 212 850 5790

FINANCIAL DYNAMICS LAUNCHES DEDICATED RESEARCH PRACTICE TO ENHANCE MARKET INTELLIGENCE AND COMMUNICATIONS EFFECTIVENESS

“FDR” To Provide Insight and Analytics Spanning Corporate Reputation, Financial Communications and Brand Evaluation

NEW YORK, April 14, 2005 – Financial Dynamics (FD), a leading business communications firm, today announced the launch of Financial Dynamics Research (“FDR”), a new national practice dedicated to identifying perceptions, trends, and opportunities within key stakeholder audiences for firm clients.

FDR research initiatives and services will be aimed at identifying barriers and opportunities for companies to be more effective in enhancing three key outcomes of communications: Reputation, Valuation, and Brand. Chaired by FD’s Gordon McCoun, Senior Managing Director, the FDR team will comprise FD consultants from investor relations, public relations, and public affairs, and will be dedicated to conducting both customized research initiatives for firm clients, as well as FD-sponsored programs aimed at uncovering new insights into the global practice of communications.

“At FD, we have always prided ourselves on the intellectual rigor with which we approach client counseling,” said Declan Kelly, CEO of FD-US. “The establishment of FD Research takes this to the next level by providing for full-time efforts to better understand client issues and create custom-tailored solutions. We believe that integrating quantitative, objective market research with the extensive experience of our professionals will allow us to further enhance the business outcomes of our client programs.”

FD’s research programs will be aimed at a variety of stakeholder audiences, and will include the following:

- *Financial market valuation and peer analysis:* Programs comprising investor perception audits, financial analysis, and peer positioning evaluation with the goal of strengthening a company’s investment thesis.
- *Reputation benchmarking:* Programs aimed at measuring companies’ reputation assets and visibility compared to key sector peers.
- *Brand awareness and extension:* Programs that integrate qualitative focus groups and quantitative surveys to gauge brand perceptions and identify brand positioning opportunities.
- *Issue polling/tracking:* Programs designed to gauge consumer or policymaker sentiment on key trends and issues of importance from a public policy or regulatory perspective.

The FDR initiative formalizes the company's research-driven approach to communications, and will provide further opportunities for FD clients to integrate formal market intelligence into their communications programs, thereby enhancing predictability and measurability of outcomes. FD has already conducted market research programs for a diverse range of clients across multiple business and consumer sectors. The FDR practice will centralize the firm's most successful approaches, and will include strategic partnerships with select outside research vendors, as and when appropriate.

ABOUT FINANCIAL DYNAMICS

One of the most highly regarded consultancies in the communications industry, Financial Dynamics employs more than 300 professional staff and advises more than 400 clients worldwide through its hub offices in London and New York, as well as its network of wholly-owned offices in Boston, Chicago, San Francisco, and Washington D.C. in the US, as well as Frankfurt, Paris, Dublin, Athens, Bahrain and Stockholm. FD's services include financial public relations, investor relations, public affairs, crisis and issues management and corporate, business-to-business and business-to-consumer communications. Financial Dynamics is also a market leader in M&A advisory work. Financial Dynamics is structured around specialist sector teams operating on an international basis, covering consumer industries, financial services, basic industries, business services, life sciences & healthcare, media, technology and telecommunications.

Contact: Scot Hoffman
212-850-5617

###