



FOR IMMEDIATE RELEASE

**FINANCIAL DYNAMICS LAUNCHES PROPERTY PRACTICE,
APPOINTS EVAN SMITH SENIOR VICE PRESIDENT**

NEW YORK – December 15, 2004 – Financial Dynamics (FD) today announced the launch of the firm's new Property Practice and the appointment of Evan Smith as senior vice president and head of the practice, based in the firm's growing New York office.

The appointment of Mr. Smith formalizes FD's commitment to providing business communications services to a wide range of real estate firms. Earlier this year, FD advised The Rouse Co. in the Company's sale to General Growth Properties for \$12.6 billion, the largest commercial property deal in US history.

Mr. Smith is a seasoned communications advisor and property expert, specializing in all phases of corporate, financial and investor communications. Prior to joining FD, he held senior positions at KCSA Worldwide and Weber Shandwick Worldwide. Earlier in his career, Mr. Smith founded CPR Financial Communications. Previously, he was a financial analyst and portfolio manager for Fred Alger Management and Gintel Equity Management, specializing in REITS, financial services and special situations.

"Evan's appointment enables us to enhance the services we provide to clients throughout the US going into 2005," said Declan Kelly, President and CEO of Financial Dynamics-US. "His Wall Street and business communications experience provide a strong growth platform for FD's US Property Practice, enabling us to provide clients with a complete range of business communications services throughout the property sector."

Since the beginning of 2004, Financial Dynamics has added more than 35 senior advisors and account staff to the firm's offices in the New York, Boston, Washington, DC and San Francisco.

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 San Francisco, Washington DC and Boston 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.

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