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Financial Dynamics creates 85four: A major new force in Corporate and Financial Design

Financial Dynamics (FD), one of the world's leading corporate and financial communications companies, announced today that it has combined its on-line and print businesses into a new company, 85four. It will offer listed and unlisted businesses an integrated, full service corporate and financial design service.

85four brings together the expertise of C&FD, a leading corporate design company and annual report specialist, with the on-line design and programming skills of FD Design, one of the pioneers of on-line corporate communications. Today's launch of 85four is the logical conclusion of five years of the two businesses working closely together and it creates a new force in the corporate and financial design market.

Building on the strengths of the two businesses, 85four provides companies with a comprehensive range of integrated design solutions, in the areas of:

- Brand and reputation management
- Corporate reporting and governance
- Employee engagement
- PR and marketing

The new company will offer clients a strategic approach to design, which will ensure that their corporate messages and brands stand out in the increasingly complex market for corporate information. Through its network of associated offices across Europe and the US, 85four has the scale and local knowledge to develop global corporate design solutions.

The design market is changing as companies become more aware that brands have an increasingly important role to play outside the marketing department. Combining on-line and print design capabilities will ensure consistency of message and brand identity across the range of media available.

The management team of 85four combines on-line and print design expertise with considerable understanding of the corporate and financial design market. Adrienne LeMan, Chairman and Paul Armfield, Chief Executive, head the management team.

As part of the Financial Dynamics network, 85four will continue to draw on the broader capital market and sector expertise within the Group.

Commenting on today's announcement Charles Watson, Chief Executive of Financial Dynamics, said:

"Since FD's MBO in the summer of 2003, we have been investing across our business to strengthen and broaden the offer we provide for our 500 clients worldwide. The creation of 85four is the latest manifestation of this strategy and follows other recent initiatives such as the rapid expansion of our US business and the launch of our public affairs practice.

"The C&FD and FD Design teams are leaders in their respective fields. By bringing these two groups of highly talented designers, programmers and production professionals together under the 85four brand, we can now provide our clients with the best on-line and print design solutions available. "

Paul Armfield added:

"In the international financial markets in which we operate, board rooms are becoming increasingly aware of the value of their brands in a corporate context, and in doing so, the demand for truly integrated design solutions with relevant and consistent stakeholder messages continues to grow.

"C&FD and FD Design have been working together for over five years now, and by bringing the two businesses together, we can strengthen and integrate our design and branding capability. This is a "win-win" situation for our clients in that they benefit from integrated project management and production with all the economies of scale that affords.

"I believe that this approach will give our clients world-class design packaged in a way that will deliver genuine competitive advantage."

For further information please contact:

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