

23 August 2004

Financial Dynamics wins International ARC Awards for Excellence in Annual Report Writing and Design

NEW YORK – 23 August 2004 – Financial Dynamics (FD) announced today that its Design Communications Group received two awards in this year's International ARC Awards Competition that honors outstanding achievement in annual reports. The competition drew more than 1,700 submissions from a broad range of companies in 21 countries around the world.

Financial Dynamics received the following honors:

- **Silver Award**, Financial Services category: Alliance Data Systems Corporation - 2003 Annual Report
- **Honors Award**, Apparel & Accessories category: Steven Madden LTD - 2003 Annual Report

“Financial Dynamics recognizes the power of visual presentation in effectively shaping and managing a corporate reputation, which is why design communications is a critical element of many of our most successful client engagements,” said Declan Kelly, President and CEO of Financial Dynamics – US. “These awards are a credit to the outstanding work of our Design Communications Group and underscore FD’s commitment to delivering superior and complementary services to clients across a variety of industries.”

The International ARC Awards is now the largest international competition honoring excellence in annual reports. The awards are produced by MerComm, Inc., an independent organization dedicated to defining the standards of excellence in the communications fields and to recognize the individuals whose work has made an outstanding contribution to their organization, corporation or client.

About Financial Dynamics:

One of the most highly regarded consultancies in the communications industry, Financial Dynamics employs more than 350 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, D.C. and Boston in the U.S., as well as Frankfurt, Paris, Dublin, Athens, Bahrain, and Stockholm.

FD’s services include 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.

For further information please contact:

Scot Hoffman, 212-850-5600

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