

JOINT NEWS RELEASE FROM BEACHHEAD MEDIA & INVESTOR RELATIONS AND FINANCIAL DYNAMICS INTERNATIONAL

25 January 2006

FD Extends International Network Into South Africa Beachhead Established; Now Time To Advance

Beachhead Media and Investor Relations, a specialist South African media and investor relations consultancy and Financial Dynamics International, a leading international business communications consultancy, have today completed a tie-up that will see FDI taking a 74% stake in Beachhead, with the other 26% remaining in possession of Beachhead's BEE (Black Economic Empowerment) Staff Trust.

The transaction, subject to the requisite regulatory approval, will enhance Beachhead's capabilities, reach and offer to clients through:

- FDI's international network in Europe, North America and Asia;
- FDI's expertise and experience within the international capital markets, particularly London, New York, Paris, Frankfurt and Hong Kong (in 2005 FDI advised on 321 capital market transactions to the value of \$287bn)
- FDI's range of client services including:
 - Business and Management Consulting Services
 - Capital Market Communications
 - Brand and Marketing Communications
 - Internal Communications
 - Issues & Crisis Management
 - Public Affairs
 - Media and Presentation Training
 - Creative Design
 - Research

At the same time, FDI will be able to offer its clients access to the South African market and also intends to invest in Beachhead over the medium term to expand the business in South Africa and to establish a greater presence throughout the African continent. As part of that process, Nic Bennett, a Managing Director of FD in London, has re-located to Beachhead's offices to work with their team in developing such opportunities.

Bruce Hetherington, CEO of Beachhead said:

“We believe we are the only home grown specialist financial communications consultancy focused on board-room and exco level requirements that is BEE compliant and now offers a full international capability. FDI has enormous experience across a range of services which we first tapped on behalf of South African clients over five years ago. The decision to move Beachhead formally into the FDI network is an exciting development for all of us, our staff and our clients.”

Charles Watson, CEO of FDI added:

“We have known the Beachhead team for many years and it is an enormous pleasure to welcome them into the FD family. The opportunities we see arising from this transaction are significant. South Africa is humming and presents tremendous opportunity both regionally and further north into Sub-Saharan Africa. It is home to a number of world class companies, world class media outlets and publications, social developments and economic opportunities which merit greater international exposure. We also foresee being able to extend our offer to international clients seeking to invest in South Africa.”

ENDS

About Beachhead

Beachhead Media and Investor Relations is a specialist media and investor relations consultancy, offering high-level, pro-active corporate, financial and political communications advice. The consultancy has a staff of 18 and offices in Johannesburg and Cape Town. The team has been operating for eight years with an unrivalled understanding of what makes news and how to position clients and their messages.

26% of the company's equity is held by a BEE staff trust, the Masthead Trust, and the full, unencumbered rights of the trust have been entrenched in its trust deed. The accounting firm BDO has audited Beachhead's empowerment credentials and the consultancy has hired an independent BEE consultant to audit and compile a scorecard as per the DTI's broad based black economic empowerment guidelines where a score > 65 points was achieved, qualifying the firm as a "good" empowered company, and allowing clients to book R 1.00 for every R 1.00 spent on procuring our services when compiling their own scorecard.

Beachhead's top JSE-listed clients are Alexander Forbes, Discovery, Edcon, Investec and the Mvela Group. The company also manages client accounts in the legal, professional, life sciences, resources, financial services, BEE investment holding company and NGO sectors.

About Financial Dynamics International

Financial Dynamics is one of the most highly regarded consultancies in the communications industry with a 20 year history of advising clients in both the private and public sectors. Services include financial public relations, investor relations, public affairs, crisis & issues management and corporate, business-to-business & business-to-consumer communications. 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. Financial Dynamics is also a market leader in M&A advisory work. The Group employs over 430 professional staff and advises more than 750 clients worldwide through its offices in London, New York, San Francisco, Frankfurt, Paris, Dublin, Boston, Bahrain, Stockholm, Washington, Chicago and Hong Kong.

In July 2003 Financial Dynamics was subject to a management buyout supported by Advent International.

Ends

For further information please contact:

Charles Watson, FDI +44 207 831 3113

Nic Bennett, FDI/Beachhead +27 21 487 9017

Bruce Hetherington, Beachhead +27 21 487 9016 / 082 458 2199

Jennifer Cohen, Beachhead +27 11 214 2401 / 082 468 6469