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## **Financial Dynamics opens Washington, D.C. office**

NEW YORK and WASHINGTON, D.C. – 9 February 2004 – Financial Dynamics (FD), the leading global business communications firm, today announced the opening of its office in Washington, D.C. The new office is FD's fourth US location, joining New York, Boston and San Francisco, and extends the firm's global reach to 11 offices worldwide.

The office will be led by Managing Director Stan Collender, a seasoned communications professional in the Washington area for more than two decades. Mr. Collender will lead a team of specialists whose experience spans the gamut of business communications, public relations and public affairs.

*"Financial Dynamics' ambition as a global organization is to serve our clients in the world's most important markets," said Declan Kelly, President and CEO of Financial Dynamics-US. "We have long considered Washington an important part of these plans and believe that it will play a pivotal role in our future growth in North America. Establishing a presence in Washington and adding public affairs to our existing services puts FD in a unique position to help companies successfully navigate an increasingly complex business and regulatory environment."*

Mr. Collender joins FD from Fleishman Hillard's Washington, D.C. office, where he has built a reputation as one of the most experienced and respected communications professionals in the region. His experience spans public relations and public affairs and he is also acknowledged as one of the country's leading experts on budgetary matters. In his career, Mr. Collender has provided public affairs and public relations counsel to some of the largest, most influential businesses and organizations in America, such as Ernst & Young, the U.S. Mint, Sallie Mae, the Bureau of Economic Analysis of the U.S. Department of Commerce, Institutional Shareholder Services, and Allfirst Financial.

*"Stan has established an excellent reputation as one of the most experienced and respected communications professionals in Washington," added Mr. Kelly. "Under his leadership, we expect our newest location to fast become one of the leading communications consultancies in the market."*

Commenting on the announcement, Mr. Collender said, *"Washington, D.C. is one of the largest media hubs in North America and the seat of decision making that governs the operation of the nation. By opening an office here we are enhancing our service to global clients with knowledge of another key metropolitan city and bringing FD's strong international consultancy expertise to clients based in the Washington area."* Among the first strategic hires in Washington are Simon Keymer, a public affairs communications specialist, and Beverly Campbell, both of whom were previously part of Mr. Collender's team at Fleishman Hillard.

FD will be making additional appointment announcements in the coming weeks on the further development of this new location. These will include the appointment of a Managing Director of Public Affairs, whose responsibility it will be to build the company's public affairs practice in Washington, D.C. and eventually the U.S. as a whole.

### **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, D.C. and Boston in the U.S., 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 and healthcare, media, technology and telecommunications.

### **For further information please contact:**

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