



FD Completes Global Transition to FTI Consulting Brand

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NEW YORK, Sept. 26, 2011 /PRNewswire via COMTEX/ -- FTI Consulting, Inc. (NYSE: FCN), the global business advisory firm dedicated to helping organizations protect and enhance their enterprise value, today announced that Financial Dynamics (FD), the Strategic Communications practice of FTI Consulting, has adopted the FTI Consulting brand globally. FD now will be known as the Strategic Communications practice of FTI Consulting.

The brand change is among the final steps in executing the global "One Brand" strategy that the company announced earlier this year and is an important part of the integration of the FTI Consulting businesses around the world. In August, FD Asia Pacific completed its transition to the FTI Consulting banner, followed by FD Americas on Sept. 12. The transition of FD in the EMEA region today marks the completion of the brand migration process for the global Strategic Communications practice.

The firm's transition to a single, unified global brand began in January 2011 following a five-year period that included the acquisition of more than 25 companies, including FD in 2006. The "One Brand" strategy is designed to provide clients with a more competitive, unified offering throughout the global FTI Consulting network, and the Strategic Communications practice now will be more strongly positioned to respond to the critical issues that face management teams -- including corporate governance concerns, the revival of cross-border M&A, restructuring, crisis communications and increasing regulatory scrutiny.

"This is among the most significant milestones in our 'One Brand' strategy and represents the final element in the full integration of FD into FTI Consulting. Both the Strategic Communications practice and the company as a whole are stronger as a result," said Jack Dunn, President and CEO of FTI Consulting. "Our company now can capitalize on the advantages that come from a unified brand and single market presence and more easily can articulate to clients our unmatched range of services and cohesive approach to addressing clients' challenges."

Edward Reilly, Global CEO of the FTI Consulting Strategic Communications practice, said, "The full integration of our strategic communications capabilities with the other FTI Consulting practices allows us to provide an unparalleled suite of business advisory consulting services. This change also is particularly timely. Today's marketplace is volatile, and businesses face levels of uncertainty not seen in a generation or more. As a singular entity in the marketplace under the FTI Consulting brand, we are uniquely positioned to comprehensively advise our clients through whatever critical issues they face."

About the Strategic Communications Practice of FTI Consulting

The Strategic Communications practice of FTI Consulting, formerly known as FD, is one of the world's most highly regarded communications consultancies. With more than 20 years of experience advising management teams in critical situations, the Strategic Communications practice supports clients in protecting and enhancing their reputation in the capital markets, society and the political environment. Services of the Strategic Communications practice are financial communications, corporate communications and public affairs, with specialty offerings that include strategy consulting, research, creative engagement, crisis and issues management, and change communications. The Strategic Communications practice of FTI Consulting is an established market leader in M&A communications and has been for many years.

About FTI Consulting

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 3,700 employees located in 22 countries, FTI Consulting professionals work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. The company generated \$1.4 billion in revenues during fiscal year 2010. More information can be found at <http://www.fticonsulting.com/>.

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