



FTI Expands FD's Digital Media Capabilities With Acquisition of Kinesis Marketing

July 25, 2008

Online Communications Firm Complements FD's Integrated Design Capabilities

WEST PALM BEACH, Fla., July 25 /PRNewswire-FirstCall/ -- FTI Consulting, Inc. (NYSE: FCN), through its strategic communications arm, FD, today announces the acquisition of Kinesis Marketing, a strategic online communications firm, which represents an important expansion of FD's interactive service offering. As part of the FTI network, FD Kinesis (as the company will be known) will complement FD's established design, annual report, and alternative media services unit and bring an expanded range of digital solutions to clients across the Americas and beyond to help them manage their reputations and build their brands.

Established in 2001, Kinesis' core services include strategic, creative and tactical implementation of branding, marketing, and internal/external /corporate communications initiatives that use the Internet and other digital channels as the primary delivery method. The firm has 22 employees located in Morristown, NJ and Philadelphia, as well as consultants abroad, and a national client list that includes many of the world's most recognizable brands.

"A key strategic objective for FTI and FD has been maintaining and enhancing our leadership position in the digital world," commented Jack Dunn, President and CEO of FTI. "With the acquisition of FD Kinesis, this capability is significantly enhanced and enables us to serve our clients effectively whether a situation is online or offline."

Declan Kelly, CEO of FD US, said, "The addition of Kinesis is an important expansion of our interactive capabilities that bring creative solutions and sophisticated counsel to clients looking to engage key constituencies online. Kinesis is an innovator in this area, and we welcome Andreas Panayi and the entire team of experienced communications consultants, media strategists and planners, graphic and usability designers, writers, programmers and production professionals to the FD team."

"Becoming part of FD provides us the opportunity to work together with the largest business communications firm in the world," said Andreas Panayi, Kinesis Co-Founder and CEO. "Our core focus on creating innovative business and communication solutions that drive business results is the same as FD's, and we are excited about the opportunities ahead for us as part of FD's integrated offer. I'm grateful to our dedicated team that has brought us to this exciting milestone and look forward to what we will all achieve together alongside our new partner."

Kinesis brings to the FTI network a proven capability of innovative digital solutions including:

- Digital communications consultation and strategy;
- Integration of digital programs with traditional communications programs;
 - Measurement and analysis of interactive strategy and tactics;
 - Web application design and development;
 - Assessment of corporate Web sites and blogs;
 - Online content development and management;
 - Strategic digital media planning, buying and execution;
 - Search engine marketing and content ranking solutions; and
- Emerging media practices, sentiment monitoring, management and analytics (corporate blogs, podcasts, online social communities, and widgets).

FD's creative services offer includes an array of services that help clients achieve their business goals, including corporate web design, development of collateral materials and annual report development and production, together with a robust interactive solutions team that helps clients harness the power of digital communications alongside their traditional programs.

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 3,000 employees located in most major business centers in the world, we work closely with clients every day to anticipate, illuminate, and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. More information can be found at www.fticonsulting.com.

About FD

One of the most highly regarded consultancies in the communications industry, FD employs 700 staff and advises more than 900 clients worldwide through its hub offices in London and New York, which are supported by its network of wholly-owned offices in Bahrain, Beijing, Bogota, Boston, Brussels, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Los Angeles, Manchester, Melbourne, Moscow, Panama City, Paris, San Francisco, Shanghai, Singapore, Sydney and Washington, DC. With a 20 year history of advising clients in both the private and public sectors, FD's services include financial public relations, capital markets communications, public affairs, crisis and issues management and corporate, business-to-business and business-to-consumer communications. FD is a market leader in M&A advisory work. FD is structured around specialist sector teams operating on an international basis, covering consumer industries, financial services, basic industries, business services, life sciences & healthcare, media, real estate, technology and telecommunications. FD is a division of FTI Consulting Inc. (NYSE: FCN), the global business advisory firm. For more information, please visit www.fd.com.

Safe Harbor Statement

This press release includes "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934 that involve uncertainties and risks including statements related to our future financial results. These forward looking statements include statements regarding the expected benefits resulting from the acquisition, future client demand for services, the impact of the acquisition on FTI's financial results, and FTI's marketing, strategy and integration plans. There can be no assurance that actual results and performance will not differ from the company's expectations. Factors that might cause such differences include, the failure to (i) accurately predict the financial contribution of the acquisition, (ii) accurately predict expected cost savings, efficiencies and other synergies, (iii) accurately predict acquisition costs, (iv) retain clients, (v) accurately predict market acceptance and demand, (vi) successfully market services, (viii) successfully integrate the acquisition, and (ix) retain key employees. Other factors that could impact FTI's operations and results are described under the heading "Item 1A. Risk Factors" in FTI's most recent annual report on Form 10-K, quarterly report on Form 10-Q and other filings with the Securities and Exchange Commission. FTI is under no duty to update any of the forward-looking statements to conform such statements to actual results or events and does not intend to do so.

SOURCE FTI Consulting, Inc.

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