



FD Identifies Seven Communications Guideposts for 2009

January 28, 2009

Timely Southern California-focused Research by FTI's Strategic Communications Segment Reveals Critical Communications Issues

LOS ANGELES, Jan. 28 /PRNewswire-FirstCall/ -- FD, the Strategic Communications segment of FTI Consulting Inc. (NYSE: FCN), has identified Seven Guideposts to help Southern California based-businesses recalibrate their communications plans against shifting business goals and prepare for potential crises during these unprecedented economic times.

FD developed these guideposts based on proprietary qualitative research conducted among business leaders in Southern California during three weeks in January. The research also reveals that the respondent's top critical communications issues of 2009 are how to communicate market strengths despite the economy, other effects of the economy, litigation and employee layoffs. In addition, customers, employees and potential customers were deemed as the highest priority stakeholders with regard to communications.

"In conducting this survey and developing these guideposts, FD coupled our experience in consulting hundreds of companies globally on their communications issues with our deep knowledge of the local Southern California market," said Linda Press, managing director and general manager of FD in Los Angeles. "Our multi-disciplinary team - with backgrounds in law, Wall Street, government, research, digital marketing, management consulting, sustainability and media - deepens our insights and differentiates the results we achieve for clients."

FD's Communications Guideposts for 2009 are:

1. Measure Your Communications Plan Against Today's Economic Backdrop
2. Dust-off Your Crisis and Issues Management Plan
3. Reshape Your Discussion with the Financial Community
4. Embrace and Integrate Digital Strategies and Tactics into Your Communications Initiatives
5. Ensure that Research is Core to Your Decision Making
6. Use Communications to Seize Emerging Opportunities in Sustainability and Issue Advocacy
7. Anticipate and Prepare for Regulatory Changes on the Horizon and Ensure your Voice is Heard

FD chief executive officer - Americas, Edward Reilly, presented the Seven Communications Guideposts at an FTI Consulting/FD event held last night in downtown Los Angeles. He noted that communication priorities in terms of issues are shifting, as are communications priorities in terms of stakeholders. Communications plans that remain status quo in 2009 will not suffice in the current environment.

A thought leadership paper detailing the Communications Guideposts is available by emailing at guideposts@fticonsulting.com.

In collaboration with FD's worldwide network of professionals, FD's Los Angeles office provides a full range of services including: corporate communications; special situations consulting (M&A, litigation and crisis communications); digital communications; investor relations, market research and business consulting, public affairs, branding/design and sustainability consulting.

About Strategic Communications

One of the most highly sought-after consultancies in the communications industry, FTI Consulting's Strategic Communications segment, FD, employs 660 staff and advises more than 750 clients worldwide through its hub offices in London and New York, which are supported by its network of 30 wholly-owned offices in the Americas, Asia, Europe and Africa. With a 20-year history of advising clients in both the private and public sectors, FD is a market leader in M&A advisory work, and 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). For more information, please visit www.fd.com.

About FTI Consulting, Inc.

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.

Safe Harbor Statement

This press release may include "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934 that involve uncertainties and risks. Forward-looking statements include statements concerning our plans, objectives, goals, strategies, future events, future revenues, future results and performance, expectations, plans or intentions relating to acquisitions and other matters, business trends and other information that is not historical, including statements regarding estimates of our future financial results. When used in this press release, words such as "estimates," "expects," "anticipates," "projects," "plans," "intends," "believes," "forecasts" and variations of such words or similar expressions are intended to identify forward-looking statements. All forward-looking statements, including, without limitation, estimates of our future financial results, are based upon our expectations at the time we make them and various assumptions. Our expectations, beliefs and projections are expressed in good faith, and we believe there is a reasonable basis for them. However, there can be no assurance that management's expectations, beliefs and projections will result or be achieved or that actual results will not differ from expectations. The Company has experienced fluctuating revenue,

operating income and cash flow in some prior periods and expects this will occur from time to time in the future. Other factors that could cause such differences include the pace and timing of the consummation and integration of past and future acquisitions, the Company's ability to realize cost savings and efficiencies, competitive and general economic conditions, retention of staff and clients and other risks described under the heading "Item 1A. Risk Factors" in the Company's most recent Form 10-K and in the Company's other filings with the Securities and Exchange Commission. We are under no duty to update any of the forward-looking statements to conform such statements to actual results or events and do not intend to do so.

SOURCE FTI Consulting, Inc.

-0- 01/28/2009
/CONTACT: Andy Maas, +1-646-485-0509/
/Web Site: <http://www.fd.com>
<http://www.fticonsulting.com> /
(FCN FCN)

CO: FTI Consulting, Inc.; FD
ST: California
IN: ADV
SU: SVY

PR
-- NY63647 --
3647 01/28/2009 08:00 EST <http://www.prnewswire.com>