

Press release

## **IR Firm joins Financial Dynamics as exclusive Swiss partner**

**Zurich/London, 16 January 2007 - IR Firm (IRF), a leading Financial PR consultancy in Switzerland, today announced that it has signed an exclusive agreement with Financial Dynamics (FD), one of the world's largest strategic business and financial communications consultancies.**

As part of the FD International network IRF's Swiss clients will have access to many other financial centres around the world, most importantly London and New York. Through IRF, international companies seeking exposure to the Swiss financial community will have access to this important market. FD and IRF have enjoyed strong relationship over the past three years, sharing a number of client assignments, particularly international IPOs and M&A situations.

Commenting on the announcement, FD Group CEO Charles Watson said: "I am very pleased to welcome IRF to FD's global network. We have enjoyed a successful collaboration in recent years and we look forward to working even more closely with their highly regarded team. Thanks to its status as a major global financial centre and the substantial number of global companies head-quartered there, Switzerland has always been an important market for FD. We advise a number of major Swiss corporates internationally and our international client base is frequently requiring access to high level communications counsel in the Swiss market."

IRF partner Martin Meier-Pfister said: "FD is our partner of choice. We have a similar culture and share a common approach to advising clients." Michael Düringer, IRF partner, added: "As an independent partner within FD's international network we can combine FD's sector expertise with our thorough understanding of the Swiss marketplace to offer a unique service in financial PR for both Swiss and international clients."

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Notes to editors:

**Financial Dynamics** is one of the world's largest strategic business and financial communications consultancies providing a comprehensive range of solutions for the communications requirements of today's corporate boardroom. 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, real estate, media, technology and telecommunications. Financial Dynamics is also a market leader in M&A advisory work.

The Group employs over 500 professional staff and advises more than 750 clients worldwide through its offices in London, New York, Bahrain, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Manchester, Moscow, Paris, San Francisco, Stockholm and Washington.

In October 2006 Financial Dynamics became part of FTI Consulting, a premier provider of problem-solving consulting and technology services to major corporations, financial institutions and law firms. FTI Consulting is listed on the New York Stock Exchange.

<http://www.fd.com>

**IR Firm** supports listed and financial services companies in communications issues and project for the financial community. The company has extensive experience in developing and maintaining investor and media relations, in handling the communicative challenges of special situations (i.e. capital market transactions such as public offerings, rights issues and mergers & acquisitions) and in the conceptualization and implementation of publications and IR websites.

<http://www.irfirm.biz>