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Financial Dynamics wins seven awards from League of American Communications Professionals

NEW YORK – 12 July 2004 – Financial Dynamics (FD) announced today that its Design Communications Group received seven awards in the League of American Communications Professionals (LACP) 2003 Vision Awards Annual Report Competition. This competition drew more than 1,200 submissions representing a broad range of industries and organizational sizes and was judged by a field of communications professionals affiliated with the LACP.

Financial Dynamics received the following awards:

Honors Award - Agency of the Year

Overall Platinum Award, Technology - Software & Services and Top 100 Annual Reports of 2003 Award: Alliance Data Systems Corporation - 2003 annual report

Overall Gold Award, Consumer/Retail: Steven Madden LTD - 2003 annual report

Overall Bronze Award, Automotive & Related: Transpro, Inc. - 2003 annual report

Overall Honors Award, Business/Industrial Equipment: MSC Industrial Direct Co., Inc. - 2003 annual report

Overall Honors Award, Healthcare - Instruments & Supplies: TheraSense, Inc. - 2003 annual report

"It's a great honor for FD to be recognized as one of the industry's top design firms and is a testament to the first rate work of our growing Design Communications Group." said Declan Kelly, President and CEO of Financial Dynamics-US.

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 US, 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.

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