

## **FINANCIAL DYNAMICS SIGNS CHINA JOINT VENTURE WITH EASTWEI Partnership Expands FD's Presence to Beijing, Shanghai and Guangzhou**

LONDON, NEW YORK, HONG KONG, BEIJING – January 11 2006 – Financial Dynamics (FD), one of the world's leading business communications consultancies, today announced the signing of a joint venture with Eastwei Relations Ltd., one of China's leading strategic communications consultancies, extending the FD global footprint with a 60-person team in the world's fastest-growing economy.

The joint venture comes just months after FD opened its Asia operations in Hong Kong, demonstrating the firm's commitment in the region and the growing demand from both FD's local and global clients.

This agreement strengthens FD's ability to address the growing strategic communication requirements of multinational companies doing business in China and Chinese companies seeking access to international markets.

Commenting on the agreement with Eastwei, Charles Watson Group Chief Executive of FD said, "The opportunity to work with Eastwei is exciting. China represents a significant growth opportunity for FD. This partnership will combine FD's ability to provide world class communications services in corporate communications, investor relations, public affairs and business consulting, with Eastwei's outstanding reputation for high-quality service delivery to some of the world's most famous brands."

"The joint venture strengthens the close informal relationship that we have had with Eastwei and enables us to offer to our clients on-the-ground support in Mainland China," noted Diana Footitt, CEO of FD's Asia operations, who will oversee the joint venture. "Our recently established business is growing rapidly and we now have a team of five professionals based in Hong Kong.

Founded in 1994 by Johan Bjorksten, Eastwei is one of China's most successful communications consultancies with Nvidia, IKEA, Porsche, and Sony among its clients. The firm employs 60 professionals in its offices in Beijing, Shanghai and Guangzhou.

"We are delighted to become part of the growing FD International network. We see growing demand from Chinese corporates for world class M&A advisory, financial and corporate communications, and public affairs services as they continue to expand in international markets. Financial Dynamics is a truly global brand that is rapidly redefining business communications and is therefore the ideal partner for us." Bjorksten commented.

FD opened its Hong Kong office in September and has since grown rapidly both in the size of its team and client base. The team of five in Hong Kong carries extensive experience in areas including media relations, investor relations, IPOs and cross-border merger and acquisitions.

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**Notes to Editors:**

**Financial Dynamics** is one of the most highly regarded brands in the communications industry. FD employs over 350 professional staff and advises more than 500 clients worldwide through its offices in London, New York, Chicago, Washington, Boston, San Francisco, Frankfurt, Hong Kong, Paris, Dublin, Athens, Moscow, Bahrain, Stockholm and Mumbai. FD's services include financial public relations, investor relations, crisis & issues management and corporate, business-to-business & business-to-consumer communications. Financial Dynamics is also a market leader in M&A advisory work.

In July 2003 Financial Dynamics was subject to a management buyout supported by Advent International.

[www.fd.com](http://www.fd.com)

**Eastwei Relations** is one of China's leading strategic communications consultancies. Founded over a decade ago by Johan Bjorksten, the firm was one of China's first public relations consultancies. Eastwei focuses on providing high-level strategic communications based on an in-depth understanding of the rapidly evolving Chinese market. The company prides itself on employing some of China's most experienced public relations professionals and has 60 consultants on the ground in Beijing, Shanghai and Guangzhou.

[www.eastwei.com](http://www.eastwei.com)