

News Release

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**PricewaterhouseCoopers Ranked as Global Leader in Crisis and Recovery Consulting,
According to Kennedy Information Report**

PwC ranks #1 by revenues and sits firmly at the top of Kennedy's Vanguard

Kennedy Information, the leading research and advisory firm, has placed PricewaterhouseCoopers (PwC) as the clear market leader in the Global Crisis and Recovery Consulting market in the *Kennedy Information Global Crisis and Recovery Consulting Marketplace 2009-2012* report. The report reflects Kennedy Information's analysis of the global crisis and recovery consulting marketplace, estimated to grow by 40% from \$5.4 billion in 2008 to \$7.5 billion in 2009.

PwC is ranked #1 by revenue and is placed firmly at the top of the Kennedy Vanguard which provides a qualitative assessment of the relative breadth and depth of the capabilities of major firms/practices in the Crisis and Recovery marketplace.

This latest report and ranking confirms PwC's strong market position as a leading provider of Crisis and Recovery Consulting Services. With over 25,000 Advisory professionals around the world, PwC works collaboratively with over 80 percent of the world's Fortune 500 companies.

"At PwC, we are focused on helping clients navigate the terrain of continuous change," said Tomáš Kuča, partner at Advisory, PricewaterhouseCoopers in Slovakia. "Organizations today are faced with enormous change and are looking for help to manage it and find the opportunities it presents. Our clients expect our professionals to assist them with practical, cost effective, and strategic solutions that can keep their business moving forward -- even in the midst of uncertainty."

According to the Kennedy Information report, PwC has a strong crisis management practice (with particular emphasis in restructuring failing companies) and focus in the financial services space. This combination places PwC in a strong position to help troubled firms, especially large banks, during the current economic downturn.

"PwC has had a long term strategy to develop its global crisis, restructuring and recovery business and it is encouraging that independent research has shown that strategy to be paying off. With the global economy likely to remain uncertain for some time I expect ongoing demand for our services as companies continue their struggle to return to growth and service or refinance existing debt and I believe

we are well positioned to maintain our No. 1 position.” Tomáš Kuča, Partner at Advisory, PricewaterhouseCoopers in Slovakia.

Kennedy’s report provides a full spectrum analysis of the crisis and recovery consulting marketplace. Included are the drivers that shape client demand, market trends, market size and growth, and analysis of the consulting landscape and its leading players.

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Source: Kennedy, “Global Crisis and Recovery Consulting Marketplace 2009-2012”; © Kennedy Information, Inc.; used with permission.

www.kennedyinfo.com/consulting/research/reports

About PricewaterhouseCoopers' Advisory Practice

PricewaterhouseCoopers' business advisory professionals provide clients with the confidence to succeed by helping them anticipate, create and manage change. Whether clients are proactively implementing change or reacting to an unplanned event, we leverage our Firm's resources, deep industry experience, and functional acumen across the areas of operations, finance, organizational strategy and structure, process improvement, human resources effectiveness, technology integration and implementation, risk mitigation and crisis management to help organizations effect sustainable change.

About PricewaterhouseCoopers

PricewaterhouseCoopers (www.pwc.com) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for our clients and their stakeholders. More than 163,000 people in 151 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

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