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FDNY PARTNERS WITH GCI GROUP FOR CROSS COUNTRY BIKE TOUR TO COMMEMORATE CITY'S FALLEN HEROES

NEW YORK, September 15, 2004 – The New York City Fire Department announced this week the formation of a partnership with the global public relations firm GCI Group - a Grey Global Group Company - GREY: NASDAQ - to promote the FDNY's cross-country bike tour to benefit the Uniformed Firefighter's Association (UFA) Widows' and Children's Fund this fall. GCI will drive media coverage of the 42-day, 3,336-mile bicycle tour across America by a team of 35 NYC Firefighters.

"We are very excited to be working with a public relations firm the caliber of GCI Group as we ride to benefit the Uniformed Firefighter's Association Widows' and Children's Fund," said Joshua Gallo, an FDNY fire fighter and team captain. "GCI has become an extension of the team that will ride across the country to honor our fallen brothers and their families."

GCI Group will amass local and national media coverage during the 42-day tour, with major pushes in Los Angeles, Chicago and New York. Plans include door-to-door promotion in NYC by uniformed firefighters, press conferences with key public officials and Olympians, scheduled visits to children's wards at hospitals along the route, parades in towns nationwide, banners on hosting firehouses, a photography crew traveling with the riders, rider profiles on the Tour web site and TV talk show appearances.

"GCI is honored and privileged to assist the New York City Fire Department for this noble cause," said Ray Kerins, EVP/Managing Director of Media Relations, the Americas, GCI Group. "Our goal is to raise awareness of the Uniformed Firefighter's Association Widows' and Children's Fund and increase contributions nationwide."

GCI Group

GCI group is a global public relations firm and a wholly owned partner company of Grey Global Group. Its success extends across six practice areas, including healthcare, corporate, consumer, technology, public affairs and media relations. The firm is committed to supporting the business objectives of its clients through superior industry knowledge and measurable solutions. GCI serves a broad base of multinational clients including Bayer, British Airways, Cap Gemini Ernst & Young, Coca Cola, Dell, Eli Lilly, Intel, Pfizer, RadioShack, and Sony Ericsson.

The UFA Widows' and Children's Fund

The UFA Widows' and Children's Fund assists the families of firefighters who have given their lives in the line of duty. In a commitment to serving the community, the New York City Fire Department will donate their time and strength to raise funds for the UFA's Widows' and Children's Fund. Over the past century, the job of New York City firefighter has changed dramatically, in no small measure due to the dedicated and heroic duty of the Uniformed Firefighter's Association and its members. Founded in 1917, the UFA has vastly enhanced the lives of its workers through improved pensions, medical insurance, paid holiday and vacation time, among other benefits.

For more information, or to make a contribution, visit **www.fdnycrosscountry.org**

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