

***DELOITTE CONSULTING ANNOUNCES CHOICE OF NAME
Braxton will be world's largest privately-owned, full-service consulting firm
upon separation***

London, July 18, 2002 - Deloitte Consulting today revealed that its search for a new name has successfully concluded with a real name taken straight from its own heritage – taking the firm in a distinctively different direction than many other recent corporate name changes.

The new name, Braxton, is drawn from a trademark that the firm has owned since 1984, when it acquired the international management consulting firm, Braxton Associates.

Deloitte Consulting CEO Doug McCracken explains: "We are proud to adopt Braxton as our new name. It is a smart and practical solution, much like the advice we have been providing to our clients for over 57 years. It's real, it's easily memorable, and it has the stature expected of one of the world's largest consulting firms. It is a timeless name that will work for us now and in the future.

"As the only major consulting firm that will be independent, privately owned and wholly focused on business performance consulting, we have already differentiated ourselves. Our choice of Braxton further demonstrates our willingness to break the mould. While our competitors are distancing themselves from their consulting roots, we are reaffirming our commitment to the profession."

Braxton was the single most popular suggestion from the firm's own people when they were asked to provide input earlier this year. Independently, Deloitte Consulting's branding advisors, Interbrand, made it their final recommendation after examining thousands of possibilities.

Deloitte Consulting Chief Marketing Officer Brian Fugere says: "Let's face it - the world is tired of coined, invented and whimsical corporate names. In particular, our own people made that abundantly clear when we asked them.

"Among 40 short-listed names that we tested in international markets, Braxton was the top performer in terms of linguistic acceptability and cultural associations. For a firm operating in 33 countries, this was critically important. As an existing trademark, Braxton also has positive awareness in the marketplace, enabling us to build our brand more quickly and with less investment than some of our competitors. And finally, because we own the trademark, we won't have to pay through the nose for the rights to use it."

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About Deloitte Consulting

Deloitte Consulting is one of the world's leading management consulting firms, and is uniquely known for its straightforward approach to solving today's most complex business challenges. Deloitte Consultants work hand-in-hand with clients to improve business performance, drive shareholder value, and create competitive advantage. The firm has 15,000 professionals in 33 countries, and serves more than one-third of the companies in the Global *Fortune*® 500. Deloitte Consulting can be found on the Internet at <http://www.dc.com>.

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Contact:

Jean Maxwell/Emma Thorne
Citigate Technology
Tel: 0207 282 8000
Email: jean.maxwell@citigatetechnology.com

Shibani Banerjee
Deloitte Consulting
Tel: 0207 303 5149
Email: sjbanerjee@dc.com