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Korn Ferry Ignites New Brand

Pioneering Leadership and Talent Firm Unveils New Identity and Positioning Aligned to Broadened Value Proposition

LOS ANGELES, Dec. 3, 2013 /PRNewswire/ -- Korn Ferry (NYSE:KFY), a single source of leadership and talent consulting services, today revealed its evolved brand expression. The move marks the most significant brand transformation since Korn/Ferry International was founded in 1969 by Lester Korn and Richard Ferry.

The refreshed brand – which includes a new logo, brand platform and multimedia creative campaign – is designed to mirror Korn Ferry's strategic shift from traditional provider of executive search into broad provider of leadership and talent solutions.

"Leadership and talent is the single greatest issue on the minds of CEOs and their boards today, which is why Korn Ferry is seizing the opportunity to create the world's preeminent leadership and talent consulting organization" said Gary D. Burnison, CEO, Korn Ferry. "The time had come to boldly enhance our brand to reflect the dynamic, multi-faceted organization into which we have evolved. Korn Ferry is increasingly the bridge between our clients' business and talent strategies."

After an extensive process that included employee interviews, client focus groups and creative exploration, Korn Ferry is introducing the new brand through an all-new corporate website, kornferry.com, updated signage and interior branding for the firm's 80 global offices, and a multimedia creative campaign spanning print, online and outdoor media.

"Our new brand expression is confident, classically modern and rich in meaning," said Mike Distefano, Senior Vice President and CMO, Korn Ferry. "Korn Ferry is making a bold statement about our ability to design, build, attract and ignite talent that will drive dramatic change in the organizations we serve. In the weeks and months ahead, we look forward to introducing our clients, colleagues and shareholders to the full array of what our new brand stands for."

A key expression of the new corporate identity is a contemporized logo, featuring a new monogram that uses a system of lines to represent the firm's ability to bring together the right solutions to invigorate and drive dramatic change in the organizations it serves. A simplified company name ("Korn Ferry") better reflects Korn Ferry's pioneering, energetic spirit, and encourages consistency across our global network of offices.

About Korn Ferry

At Korn Ferry, we design, build, attract and ignite talent. Since our inception, clients have trusted us to help recruit world-class leadership. Today, we are a single source for leadership and talent consulting services to empower businesses and leaders to reach their goals. Our solutions range from executive recruitment and leadership development

programs, to enterprise learning, succession planning and recruitment process outsourcing (RPO). Visit www.kornferry.com for more information on Korn Ferry, and www.kornferryinstitute.com for thought leadership, intellectual property and research.

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