

**FOR IMMEDIATE RELEASE**

**Seyfarth Shaw Named “Best of the Best” for Its Innovative Client Service**  
*BTI Consulting Group survey based on interviews with 300 general counsel*

NEW YORK (December 14, 2010) — Seyfarth Shaw LLP, one of America’s leading full-service law firms, announced today that it has been recognized by BTI Consulting Group as “Best of the Best” among law firms for the firm’s “market leading” innovative approach to the practice of law and its dedication to consistent client communication.

BTI evaluates individual law firm performance based on feedback from nearly 300 general counsel from *Fortune* 1000 companies, chief legal officers and their direct reports. BTI’s “Best of the Best” award is the “highest level of achievement based upon a firm’s unparalleled performance in client service,” according to BTI. Seyfarth is one of only five firms to receive this level of recognition for an innovative approach to delivering legal services.

“We are pleased to be recognized as one of the top firms for innovation in the delivery of legal services,” said Seyfarth Chairman J. Stephen Poor. “Partnering with clients in the development of sophisticated client service programs, new applications of technology, creative approaches to billing and a practical business way to provide high-quality legal services are at the heart of what we do as a law firm.”

Seyfarth was recognized by BTI in the following categories:

Best of the Best

Innovative Approach (top honors among four others)

Leaders of the Best

Keeps Clients Informed

Honor Roll

Legal Skills

Understands Client's Business

Meets Scope and Budget

Breadth of Services

Regional Reputation

Unprompted Communication

Brings Together National Resources

Anticipates Client's Needs

Seyfarth has, through the firm’s *SeyfarthLean* initiative, pioneered new ways to deliver client service excellence, which is a significant advantage for those who purchase legal services. *SeyfarthLean* is the application of structured team-based collaboration—internally and client facing—to deliver value. To this end, Seyfarth has pioneered the use of project management, Lean Six Sigma and other business processes as tools to plan, organize, and manage resources to deliver results in the law firm

environment. The firm's aim is to work together with clients to control legal costs, provide efficient and proactive legal service and build a partnership to assure that the firm's solutions fit clients' needs.

Seyfarth Shaw has over 750 attorneys located in 10 offices throughout the United States, including: Atlanta, Boston, Chicago, Houston, Los Angeles, New York, Sacramento, San Francisco, and Washington D.C., as well as London, UK and Brussels, Belgium. Seyfarth Shaw provides a broad range of legal services in the areas of labor and employment, employee benefits, litigation, corporate, and real estate. The firm's practice reflects virtually every industry and segment of the country's business and social fabric. Clients include over 300 of the *Fortune* 500 companies, financial institutions, newspapers and other media, hotels, health care organizations, airlines and railroads. The firm also represents a number of federal, state and local governmental and educational entities. For more information, please visit [www.seyfarth.com](http://www.seyfarth.com) or the following other sites:

Twitter: [www.twitter.com/seyfarthshawLLP](https://www.twitter.com/seyfarthshawLLP),

LinkedIn: [www.linkedin.com/company/seyfarth-shaw?trk=null](https://www.linkedin.com/company/seyfarth-shaw?trk=null)

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