

Seyfarth Shaw Named Leader in Innovation by BTI

CHICAGO (June 26, 2012) — Based on its latest research report, BTI Consulting Group has recognized Seyfarth Shaw as a standout in innovation and as one of the strongest law firm brands.

Seyfarth ranks No. 10 in *The BTI Brand Elite*, a ranking of the top 18 law firm brands, based on more than 3,000 interviews with corporate counsel regarding more than 400 law firm brands.

Netting the highest scores in the Innovation category, Seyfarth was one of only four firms to earn “Innovation Idol” honors from BTI. According to BTI, the firm received top marks from corporate counsel in the “Mover & Shaker,” “Tech-Savvy” and “Value Leader” sections.

BTI also recognized Seyfarth among its “Best Brand Builders,” a list of the 22 law firms enjoying the greatest upward trajectory in how they are perceived by clients.

A leader in value and innovation, this is the latest such accolade for the firm. Last week, Seyfarth and its client Rockwell Collins were honored as 2012 “Value Champions” by the Association for Corporate Counsel for their efforts to reengineer how outside counsel are selected, engaged, managed and evaluated, while employing “Lean Six Sigma” to drive efficiency in-house. Visit <http://www.seyfarth.com/Accolades> to learn more about the firm’s various honors and accolades.

Seyfarth Shaw has over 800 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 internationally in London. 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 clients include over 300 of the *Fortune* 500 companies, and its practice reflects virtually every industry and segment of the economy. For more information, please visit www.seyfarth.com.

