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FOR IMMEDIATE RELEASE

PR NEWS ANNOUNCES WINNERS OF LEGAL PR AWARDS

POTOMAC, MD, April 18, 2005 -- The winners of the 2005 Legal PR Awards, presented by PR News and announced this week, have made a strong case for the strength of public relations and community outreach in better positioning the legal community. This year's winners are law firms as well as PR agencies both large and small that have proven to be innovative and smart in the way they've communicated mergers, crises, and charitable initiatives.

A blue-chip panel of experts from the legal and PR community judged the entrants on strategy, creativity, execution and return on investment. Award winners will be profiled in the April 27 issue of PR News and on PR News' Legal PR Bulletin, an online section of prnewsonline.com offering strategies and information for the Legal PR community. The online Bulletin is a partnership of PR News and Medialink.

Hogan & Harston, with offices in Colorado and Washington, D.C., captured first place in the Community Relations category with its "Ten Acts for Giving Back," an innovative outreach program whose goal was for the firm to participate in 10 community activities in a year. Hundreds of volunteer hours were contributed to programs ranging from the YWCA Wired Girls Project to Habitat for Humanity; remarkably, nearly 95% of the firm's staff participated in the initiative.

In the Social Responsibility category, winner Fulbright & Jaworski LLP, set out to formalize its pro bono program in 2004, which resulted in nearly 420 attorneys (about half of its attorneys) logging more than 44,000 hours on pro bono matters, adding up to more than \$8.8 million in donated fees. Socially responsible outreach included work for organizations ranging from the Gospel Rescue Mission to the Texas Special Olympics.

The winners of the 2005 Legal PR awards:

**Excellence in Community Relations
Winner**

Hogan & Hartson – “Ten Acts of Giving Back” (Washington, DC)

Excellence in Social Responsibility

Winner

Fulbright & Jaworski LLP - 2004 Fulbright & Jaworski LLP's Pro Bono Strategies and Accomplishments (international law firm)

Honorable Mentions

- > Snell & Willmer – Snell & Wilmer Charitable Foundation Publicity Campaign (Phoenix)
- > Levick Strategic Communications (Washington, DC)

Outstanding Client Newsletter or Communiqué

Winner

Weissman, Nowack, Curry & Wilco, P.C. – Community Advisor Magazine (Georgia)

Honorable Mentions

- > Fulbright & Jaworski LLP - 2004 U.S. Corporate Counsel Litigation Trends Survey (international law firm)
- > Miller, Canfield, Paddock and Stone, P.L.C. - Hot Points, published by the law firm of Miller, Canfield, Paddock and Stone, P.L.C. (headquartered in Michigan)
- > Duane Morris LLP - Duane Morris 100th Anniversary Publication (international law firm)

Outstanding In-House PR Professional

Winner

Lori Lecker, Director of Communications and Public Relations, Buchanan Ingersoll Law Firm (Pittsburgh)

Honorable Mentions

- > Joshua M. Peck, Senior Manager of Media Relations, Duane Morris LLP (international firm; Peck is based in Philadelphia)
- > Patty Felts, Public Relations Manager, with Snell & Willmer (Phoenix)

Outstanding Integrated Communications

Winner

DecisionQuest - The Best Case Scenario (national trial consulting firm)

Honorable Mentions

- > Kirkpatrick & Lockhart Nicholson Graham LLP- K&L “Top of Mind Market Research Survey: An Integrated Effort Toward Effective Communications” (national firm)
- > Wood & Bender LLP (California)
- > MassMedia - McDonald Carano Wilson Name Launch (Nevada)

Outstanding Legal Feature

Winner

Fish & Richardson P.C. – “Go Fish” (national)

Honorable Mentions

- > Haynes and Boone - Outstanding Legal Feature - Pro Bono Efforts (Texas and NY)
- > Hirschler Fleischer, a Professional Corporation – “Making a Joyful Noise” (Virginia)

Outstanding Media Exposure in 3 Areas:

Business Development

Winner

Haynes and Boone – Leveraging the Opening of Haynes and Boone’s New York Office

Honorable Mentions

- > Sutherland Asbill & Brennan LLP - “Turning Up the Heat: Catapulting Sutherland into a Unique Energy Law Niche.” (national firm)
- > Fulbright & Jaworski LLP - 2004 U.S. Corporate Counsel Litigation Trends Survey (international)

Law Firm Merger

Winner

Wilmer Cutler Pickering Hale and Dorr LLP – “A Merger of Equals” (Phoenix)

Honorable Mention

> Goodwin Procter LLP (national)

Pro-Bono Campaign

Winner

Latham & Watkins LLP – “Road to Freedom” (international)

Honorable Mention

> Tunheim Partners - Tunheim Partners' Support of Briggs and Morgan's Pro Bono Efforts (Minneapolis PR firm)

Overall Excellence in Media Coverage

Winner

Weber Shandwick on behalf of Foley & Lardner – “The Cost of Sarbanes-Oxley: Leveraging Research to Drive Business Results” (international PR firm)

Honorable Mentions

> Sachnoff & Weaver – Monthly Public Relations Campaign (Chicago)

> The Castle Group and Ropes & Gray Law Firm - "Riding the Google Gravy Train" (Castle -- Boston PR firm/Ropes & Gray – international)

PR News' Legal PR Awards are one of several awards competitions presented annually by PR News, based in Potomac, MD, with editorial offices in Manhattan. Other programs include the Platinum PR and PR People Awards, the CSR Awards and the soon-to-be-launched Nonprofit PR Awards. PR News also publishes, via the PR News Press, the “Top 100 Case Studies,” “From the PR Trenches;” “The Media Pitching Guide” and other strategic and tactical guidebooks for PR professionals. For information on PR News, visit www.prnewsonline.com. The Legal PR Awards of 2005 are held in partnership with Levick Strategic Communications.

For information on the Legal PR awards issue or the online Legal PR Bulletin, contact Publisher Diane Schwartz at dschwartz@accessintel.com.

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