

PRESS RELEASE

Baker Donelson Earns Number-One Spot in National Ranking of Top 50 Law Firms in Marketing & Business Development

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(Memphis, Tennessee/November 7, 2012) Baker, Donelson, Bearman, Caldwell & Berkowitz, PC has earned the top spot in *Marketing the Law Firm's* (MLF) eighth annual MLF 50, a ranking of the country's top 50 law firms in marketing and business development.

In awarding Baker Donelson its number-one ranking, MLF, which is an American Lawyer Media publication, highlighted the Firm's "unique and innovative programs," including "state-of-the-art" programs for integrating and coaching attorneys, online initiatives such as video-based client alerts that contributed to a significant increase in website traffic, and Continuing Legal Education accredited webinars that are delivered live and later made available on-demand.

"It is a tremendous honor to be recognized among some of the largest and most prestigious law firms in the country, and to have earned a number-one ranking in our first year on the list is quite an achievement," said Adam C. Severson, Baker Donelson's Chief Marketing and Business Development Officer. "We're exceptionally proud of the work our team has done to help ensure Baker Donelson remains top-of-mind in an extremely competitive field."

To determine the MLF 50, MLF evaluates the marketing and business development initiatives of law firms with more than 100 attorneys. Entrants are assessed based on their efforts in various categories including strategy, communications programs, advertising and visual communications, online marketing initiatives and client service programs.