

LexisNexis Martindale-Hubbell.
 Nobody knows lawyers and law firms like we do.

Martindale-Hubbell delivers a rich tapestry of decision making information and the tools to mine that information so you can efficiently select the ideal lawyer and firm. Martindale-Hubbell: Your indispensable resource for choosing outside counsel and justifying that decision.

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For more information, please visit www.martindale.com.

Select Outside Counsel With Complete Confidence

Finding the right outside counsel presents a time-consuming challenge. Even when selecting from your list of preferred providers, understanding which lawyer can handle a matter to your satisfaction can be difficult at best. LexisNexis® Martindale-Hubbell® takes away the guess work, giving you the tools and information you need to efficiently and accurately make the right decision.

Is this referral the right referral?

You can't afford hidden surprises when hiring outside counsel. Even with a strong referral, you need to fully understand the candidates' strengths and experience. Martindale-Hubbell provides deep detail on a lawyer – primary area of focus, the number of years in practice, the number of cases or transactions handled and more – so you can confirm and validate that a lawyer is the right fit for your matter. A *Snapshot* report captures critical, decision-support information in an easy-to-share, executive summary-style format, perfect for presenting to committees, Boards or others involved in the selection process, or for use in justifying a selection.

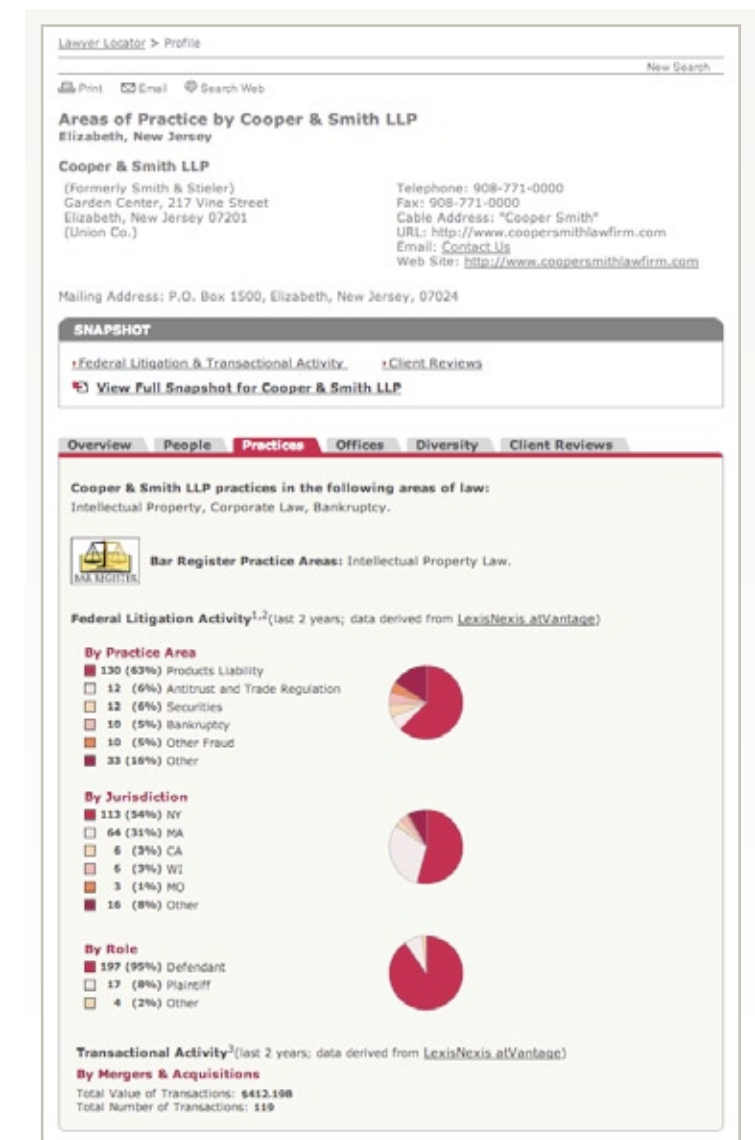
“Martindale-Hubbell is an objective source that boils down lawyer information to its essence. It cuts through the noise and information overload to provide me the intelligence I need in an easily digestible format.”

*Gregg Formella,
 Senior Attorney,
 American Airlines, Inc.*

Who is the best lawyer on our preferred providers list to handle this matter?

Lawyers on your list of preferred providers already understand your business and your clients. Yet, for each matter, one of them will be a better fit than the others.

(Continued)



▲ Activities data displays a firm's recent federal litigation and mergers & acquisitions activity.

“Our company does business in many countries, and consequently I frequently need to find outside counsel in many foreign jurisdictions. So, I place a high premium on being able to quickly and easily identify lawyers that can serve as a virtual extension of my law department. LexisNexis Martindale-Hubbell is the gold standard. It provides me extensive information on lawyers, their education, experience and specialization and is my starting point in evaluating prospective outside counsel.”

*Jerry Temko,
Vice President & General Counsel,
Astellas Pharma Europe*



Confirm each lawyer's ethics and professional ability with Martindale-Hubbell® Peer Review Ratings™.

Tap into Martindale-Hubbell *Legal Articles* for quick insight into a candidate's thought processes and strengths. Confirm each lawyer's ethics and professional ability with Martindale-Hubbell® Peer Review Ratings™. Combine this and other knowledge on *martindale.com*® with use of our side-by-side comparison tools to assess lawyers and firms head-to-head. These tools give you a single view that contains all critical information so you can quickly and accurately determine the best candidate to receive the assignment.

How do I minimize risk selecting a lawyer in a jurisdiction where I have no referrals?

Starting from scratch in the selection process can be especially time-consuming. In addition to finding a lawyer with the right expertise, you need to overcome cultural and distance-related hurdles. Martindale-Hubbell puts information on more than 1 million lawyers and firms across 185 countries at your fingertips. Each lawyer's biography conforms to the familiar Martindale-Hubbell standard, enabling you to quickly see education, bar admissions, Peer Review Ratings, primary area of focus, number of years in practice and other key decision-making criteria. *Top 10 Lists* of the most frequently viewed firms in each jurisdiction reveal outside counsel about which you may have been unaware.

How do I ensure diversity among my outside counsel?

Having a diverse legal team simply makes good business sense. Having a mix of lawyers that mirrors your customer base allows you to draw on different backgrounds and beliefs that will bring forth fresh ideas and solutions. *Diversity Profiles* on *martindale.com* provide a detailed description of a firm's diversity leadership with in-depth narratives of tactics and goals to recruit, retain and promote minorities. Break-outs of the numbers of minority partners, associates and other lawyers give additional insight into a firm's composition.

How do I prove I made the right choice?

The decisions corporate counsel make can be subject to scrutiny and oversight, particularly on “bet the company” cases or deals. You must be able to demonstrate that your hiring decisions were objectively researched and informed, and that each member of your legal team has unimpeachable ethics and the strongest legal skills. Martindale-Hubbell Peer Review Ratings – the legal industry's oldest and most widely respected objective indicator of a lawyer's ethics and professional ability – validate your choice. By including a rating with other measurements of quality and character during hiring due diligence, you know with certainty that a lawyer meets acceptable ethics and legal ability standards. Confidently support your choice by combining Peer Review Ratings with additional third-party *Activities* data on *martindale.com* that attest to a firm's litigation and transactional experience, found as part of a firm's Practices description. Use a side-by-side comparison of the lawyers or firms from which you made your final selection to help document your decision.

How do I build the best possible law department?

Competition for the best legal talent remains fierce. You require not only bright, experienced lawyers, but also those who work well with your business clients. Martindale-Hubbell confirms what's on a candidate's resume, giving you a clear view of education, bar admissions, experience, the practice and industry teams on which the candidate served, legal articles and analysis by that candidate and other key factors. Peer Review Ratings provide an additional, objective criterion to aid in decision making.

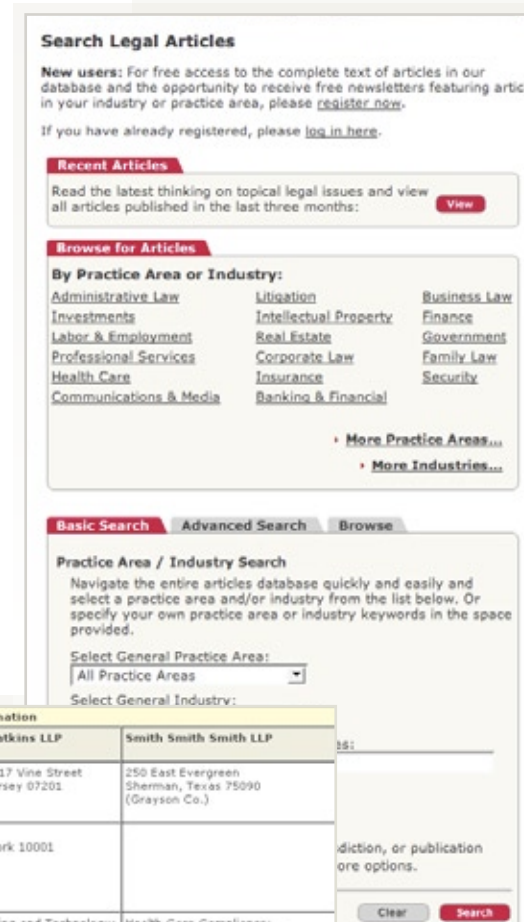
“My search for highly qualified attorneys always starts with Martindale-Hubbell. This process has been successful time after time. I'll look closely to see if the lawyer has a Peer Review Rating – an indicator that I can rely on. To be rated by Martindale-Hubbell means a lawyer has reached the upper echelon of qualified lawyers in the legal community. These are the attorneys that MAPEI Corporation wants on its side. Hiring rated lawyers helps demonstrate that I've performed a rational, thorough and complete investigation.”

*Michael R. Flam,
Director of Legal Affairs,
MAPEI Corporation*

How can I create a short list of outside counsel that meet my top criteria?

Efficiently and effectively verify referrals you've received and build your list using key tools on *martindale.com*. Advanced search options identify those firms that meet your geographic requirements, practice and industry group experience, languages spoken, firm size and those with diversity leadership. *Capabilities* data provides details on a firm's operational infrastructure, confirming for you key programs and policies regarding its delivery of legal services. Quickly locate individual lawyers in the right location with the right experience, seniority, education and language capabilities. Apply a firm or lawyer side-by-side comparison to determine how they stack up against each other and narrow down your list.

Office-specific Information			
Name	Cooper & Smith LLP	Brown Jones Watkins LLP	Smith Smith Smith LLP
Address	Somerset Suites, 178 Rehill Avenue Somerville, New Jersey 08876 (Somerset Co.)	Garden Center, 217 Vine Street Elizabeth, New Jersey 07201 (Union Co.)	250 East Evergreen Sherman, Texas 75090 (Grayson Co.)
Other Offices	New Providence, New Jersey (Main Office) Elizabeth, New Jersey New York, New York	90 Park Avenue New York, New York 10001	
Areas of Practice	Intellectual Property, Corporate Law, Bankruptcy.	Business Counseling and Technology; Risk Management/Captives; Public Agencies; Brownfields; Land Use; Airport Services; Agency/Distribution; Hedge Funds; Higher Education; Structured Finance; Directors and Officers; Taxation; Charitable Gifts; Private Foundations; Estate Planning; Water Issues;	Health Care Compliance; Translational Research; FDA; HIPAA; Long Term Care; Medicare;
Practice Groups	Bankruptcy & Restructuring, Capital Markets, Communications & Media, Corporate Law, Energy Law, Environmental Law, Financial Services Law, Financial Transactions, Intellectual Property, Investment Management, Labor & Employment, Land Use & Natural Resource Law, Litigation, Real Estate, Securities, Tax, Technology Transactions	Bankruptcy & Restructuring, Capital Markets, Communications & Media, Corporate Law, Energy Law, Environmental Law, Financial Services Law, Financial Transactions, Intellectual Property, Investment Management	Land Use & Natural Resource Law, Litigation, Real Estate
Industry Groups	Automotive, Energy, Health Care, Insurance, Life Sciences, Nanotechnology, Sports Industry Team, Technology	Automotive, Energy, Health Care, Insurance	Life Sciences, Nanotechnology
Firmwide Information			
Year Established	1902	1947	1975
Firm Size	5	78	44
Lawyers Listed	15	78	6
Law Firm Diversity	This firm has a Diversity profile on Martindale.com Firm Partners: 23 Minority Female Partners: 2 Minority Male Partners: 7	This firm has a Diversity Profile on Martindale.com Firm Partners: 35 Non-minority Male Partners: 13 Minority Male Partners: 11	



Search through Legal Articles for quick insight into a candidate's thought processes and strengths.

The side-by-side comparison tool gives you a single view that contains all critical information to assess lawyers and firms head-to-head.