

LEGALMARKETINGASSOCIATION



401 N. Michigan Avenue, Suite 2200
Chicago, Illinois 60611
(312) 321-6898
www.legalmarketing.org

Contact: Jennifer Kasowicz
Director, Marketing & Communications
jkasowicz@legalmarketing.org
Direct: (312) 673-4970

Legal Marketing Association Announces “Best in Show” at Marketing Awards Ceremony

CHICAGO – March 16, 2010 – The Legal Marketing Association (LMA) announces that Fredrikson & Byron has been awarded the 2010 Your Honor Awards “Best in Show” for their program entitled “Lawyers at the Louvre.” The awards were presented in front of an audience of nearly 800 people at the Legal Marketing Association Annual Conference in Denver, CO, March 10-12, 2010.

With nearly 250 entries submitted, the judging panel met over the course of three days to review each firm’s information in detail. According to Tina Lewandowski, LMA Your Honor Awards program co-chair, “The judges, consisting of seven legal marketing professionals from some of the industry’s leading law firm and consulting agencies, repeatedly reverted back to Fredrikson & Byron’s submission as a marketing initiative that was perfectly planned, executed and maximized for optimal results.” Lewandowski continued, “The judges were also impressed by the sophistication of their submission materials and the manner in which the presentation was made.”

“Because each member of our team contributed to this program, we are especially thrilled to be honored by the Legal Marketing Association; and to rank at the top among all of the amazing entries is truly rewarding,” says Fredrikson & Byron’s Chief Marketing Officer, Julie Snow-Samanant.

“The judges spent a great deal of time and thought during the judging process. Fredrikson & Byron was, from the moment they reviewed all of its various components, a front-runner for the top award,” says Jennifer Johnson, LMA Your Honor Awards program co-chair. “In the end, the judges made a unanimous decision to award the firm with the honor of Best in Show.”

Fredrikson & Byron’s “Lawyers & the Louvre” program will be highlighted in a post-conference virtual panel (vPanel) discussion where they will have the opportunity to share best practices in putting together a full-circle, award-winning program with others in the industry. This live, virtual event will be held in May 2010.

The Your Honor Awards recognizes excellence in legal marketing by promoting projects and programs that provide innovation and return on marketing dollar investment. The judges awarded First-, Second-, Third Place and Honorable Mention in eighteen categories including identity, advertising, web sites and media relations. A full lineup of winners in all categories can be found on [LMA’s Web site](#).

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About Legal Marketing Association

Founded in 1985, LMA is the universal voice of the legal marketing profession, a forum that brings together CMOs and entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. LMA's nearly 3,000 members hail from 48 US states and 17 countries, and 80% of the largest 250 US law firms employ an LMA member. Members at every stage in their career development benefit from their LMA participation because the association's broad array of programs and services can be tailored to their specific needs. For more information about the Legal Marketing Association, visit www.legalmarketing.org.

About Fredrikson & Byron

Fredrikson & Byron is a 240 attorney law firm based in Minneapolis, with offices in Bismarck, Des Moines, Fargo, Monterrey, Mexico, and Shanghai. We've built a reputation as the firm "*where law and business meet*" by bringing business acumen and entrepreneurial thinking to our work with clients, and by operating as business advisors and strategic partners as well as legal counselors. The firm's primary areas of practice include banking, corporate, employment, energy, renewable energy, franchise, government relations, healthcare, intellectual property, international, litigation, real estate, securities, and tax. We serve a broad range of clients, including multinational corporations, public companies, privately-held businesses, entrepreneurs, government agencies, and family businesses. Fredrikson & Byron's attorneys also work with individuals on estate planning, family law, and immigration matters. We are the exclusive Minnesota law firm member of the World Services Group, a worldwide network of professional service providers. More information about the firm is available at www.fredlaw.com, or contact Kelly Griffith at (612) 492-7514.
