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**SNELL & WILMER WINS BEST LAW FIRM ADVERTISEMENT
IN BARRISTER'S BEST 2010**

PHOENIX (September 14, 2010) – Snell & Wilmer L.L.P. today announced that it has won the Best Law Firm Advertisement in the Barrister's Best 2010 Awards by Law Week Colorado. The award is based on the best overall ad design. The ad slogan, *Tested by time, strengthened by time, trusted over time*, has been designed for the firm which was founded seventy-two years ago and continues to improve and grow.

Jackie Sarlo, marketing director at the firm, said, "We are extremely happy to be awarded in Barrister's Best. The ad was designed well, speaks to how the firm represents clients and shows the longevity of the firm."

The win comes just weeks after Snell & Wilmer launched its new website which is part of the firm's rebranding campaign. The campaign has been designed to communicate consistent, accurate and effective value propositions across the firm's target audiences. Snell & Wilmer is in the process of further extending its campaign across other marketing communication vehicles.

About Snell & Wilmer L.L.P.

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit www.swlaw.com.