

SNELL & WILMER LAUNCHES SOCIAL MEDIA CAMPAIGN

PHOENIX (March 14, 2011) – Snell & Wilmer has launched a social media campaign that includes company profiles, pages and/or channels on Facebook, Twitter, YouTube, LinkedIn and firm-hosted practice group blogs.

The launch is part of a larger strategy that began with the introduction of the firm's new web site and is representative of the firm's recognition of the increasing relevance and importance of social media. A survey published in late 2010 by Greentarget, in conjunction with ALM Legal Intelligence and Zeughhauser Group, asked in-house counsel, the primary purchasers of outside legal services, about their reliance on social media. Based on the findings, 53 percent of in-house counsel expect that their consumption of industry news and information via new media platforms will increase over the next six months to a year.

By extending its presence into the social media arena, Snell & Wilmer's goal is to amplify its voice within the legal industry and to expand its interactions with clients, prospects, employees, media and other interested followers. To this end, the firm launched a corporate Twitter profile to publish the high volume of news, updates and articles developed by its attorneys. It is leveraging Facebook specifically to highlight its various community and philanthropic activities across the geographic regions in which its employees live and work. To extend further its Facebook initiative, and to serve as an additional center for video broadcasts, the firm launched a channel on YouTube. The firm is encouraging its attorneys to join the business-oriented social networking site, LinkedIn, in order to manage their personal brands and build their professional networks. It has rounded out its social media efforts by launching a series of firm-hosted and attorney-driven blogs that will address key legal and business issues across specific practice areas.

"Embracing social media is important in order to stay competitive in the current marketplace," says Jackie Sarlo, Snell & Wilmer's marketing director. "At Snell & Wilmer, we see establishing a more robust presence in social media as an additional tool to help us build brand awareness and to enable our attorneys to foster positive business and personal relationships. We carefully mapped out our initial strategy and believe our expanded online efforts effectively complement our other marketing and communication vehicles."

To visit the Snell & Wilmer social media sites, go to www.swlaw.com.

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.