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**SNELL & WILMER IS THE PRESENTING SPONSOR OF
OC METRO'S THIRD ANNUAL TRUST SUMMIT**

ORANGE COUNTY (June 8, 2012) – Snell & Wilmer is pleased to announce that we are the Presenting Sponsor of the [Third Annual Orange County Trust Summit](#) on June 12, 2012 at Disneyland Hotel in Anaheim, California.

The OC Trust Summit is an annual celebration of local brands that successfully connect with their customers and in turn are ranked on *OC METRO*'s list of Most Trustworthy Brands. The Trust Summit has grown to include a brand trust showcase, a practical workshop and a VIP reception to honor those most trusted brands.

About the Study

More than 1,100 people who live and/or work in Orange County were randomly selected to participate in the 2012 Most Trusted Brands study for the county. This group of adults accurately reflects the ages, family structure, employment status and household incomes of the county's more than 3 million residents. Each respondent rated three of the 10 brands selected for the 2012 study. Brands were selected from a process that involved open, publicly accessible online nomination forms on the *OC METRO* and The Values Institute's websites from December 2011 to March 2012, along with submissions from the study's panel consisting of *OC METRO* editors, The Values Institute and California State University, Fullerton.

The list of nominees was pre-screened by a random sample of 210 people, and brands with a minimum of 60 percent awareness were included in the final study. The Santa Ana-based Values Institute, which conducted the study, identified six measures that influence trust in a brand: ability (company performance); consistency (dependability of products/services); sincerity (openness and honesty); concern (care for consumers, employees and community); loyalty (belief and longevity of use); and connection (sharing consumers' values).

The 10 most trusted brands for 2012 include:

Oakley	Stanley Black & Decker Hardware and Home Improvement Group
Automobile Club of Southern California	Wahoo's Fish Taco
Anaheim Ducks	Kaiser Permanente
Goodwill of Orange County	Discovery Science Center
South Coast Plaza	
Whole Foods Market	

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 Orange County and Los Angeles, California; Phoenix and Tucson, Arizona; 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. ###