INFORMATIONAL RELEASE

New Resource Available to Managing Partners

Chicago—March 4, 2008 — Managing Partner Magazine, in concert with Edge International, announced today an innovative service by which new law firm managing partners will have access to actionable advice through the newly formed Leadership Advisory Board (the "LAB"), which will be comprised of some of the profession's most experienced and knowledgeable managing partners. The LAB will offer new law firm leaders a forum in which to pose questions about issues of greatest importance to them and to receive from the LAB advice and guidance based on its members' many years' experience as law firm leaders.

The brain child of Edge partner Patrick McKenna and Baker & Daniels' Chair Emeritus Brian Burke, the LAB includes highly distinguished and long-serving law firm leaders, all of whom have been recognized for their contributions to advancing and leading their own firms, written and spoken about law firm leadership, and served as role models for other professionals.

"While teaching a Managing Partner Magazine-sponsored program that Patrick and I conduct for new managing partners, it became evident that these leaders of law firms have very limited resources from which to draw guidance," said Brian Burke. "While their firms might belong to a network of law firms or they might get together with other managing partners in their local markets, it can be awkward for managing partners to ask questions in such settings about the more sensitive strategic, interpersonal, or operational issues that they find themselves confronting."

Any managing partner can now seek advice (anonymously, if preferred) by logging on to the Managing Partner Magazine web site. Once there, managing partners may pose questions, challenges, or issues about which they want to tap the collective expertise of the LAB. McKenna and Burke will circulate the inquiry to all members of the LAB, asking for individual guidance, views, and examples; gather and synthesize the group's feedback; and draft a cogent response to the individual presenting the inquiry.

Members of the LAB represent recognized firms from across the country and include (in alphabetical order):
Angelo Arcadipane  (Dickstein Shapiro LLP)
John Bouma  (Snell & Wilmer LLP)
Brian K. Burke  (Baker & Daniels LLP)
Ben F. Johnson, III  (Alston & Bird LLP)
John R. Sapp  (Michael Best & Friedrich LLP)
Keith B. Simmons  (Bass Berry & Sims PLC)
William J. Strickland  (McGuire Woods LLP)
Harry P. Trueheart, III  (Nixon Peabody LLP)
“Our Leadership Advisory Board was constituted to offer a safe sounding board, especially to provide new leaders with pragmatic advice and experienced support to help them succeed,” commented Patrick McKenna of Edge. “I am so impressed and excited that every one of those whom Brian and I asked to participate in this initiative, responded enthusiastically.”

Explained one of the LAB members, “I believe that there is a dearth of good advice and mentoring available to new managing partners. It is staggering to think that corporate CEO's and other C-level people in the corporate world train their entire careers in order to be prepared when it is their turns to take the helm, but law firms put people at the helm of an enterprise whose revenue numbers have two commas in them with little or no formal training and almost no mentoring.”

About Managing Partner Magazine

For over 10 years Managing Partner Magazine has lead the way when it comes to real world practical law firm practice management advice, and has become the most comprehensive and essential guide to strategic law firm management. Featuring a mix of case studies and in-depth articles from managing partners and senior lawyers, leading academics and consultants, the magazine provides an essential and unbiased guide to the running of the modern law firm.

Each year in conjunction with the magazine Managing Partner also produces strategic reports, conferences, and training master classes, on key practice management topics ranging from Corporate Social Responsibility for Law Firms through to Remuneration for Law Firm Professionals.

For more information on Managing Partner Magazine please visit http://us.mpmagazine.com/

About Edge International

Founded in 1983, Edge International is a management consultancy that works exclusively with law firms and has developed an worldwide presence serving clients that range in size from specialized boutiques to firms of over 2000 professionals, including at least one of the top ten largest firms in each of over a dozen different countries.

Edge is acknowledged as the leading consultants in providing hands-on assistance to practice leaders and the members of their practice group to accelerate their efforts toward developing high performance; and as one of the top three consulting firms chosen by US law firm managing partners for assistance with general management and strategy matters.

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