

PRESS RELEASE

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Roetzel Launches New Website and Brand to Reflect Client Service and Strategic Growth

Roetzel is proud to announce the firm's new corporate identity brand and updated website at www.ralaw.com, uniquely positioning the firm's focus on innovative client services.

"Our positioning statement, 'Focused on what matters to you' is exactly how we serve our clients every day," said [Jeffrey J. Casto](#), the firm's Chairman and CEO. "Our challenge was to reflect how Roetzel, with more than 200 attorneys in 13 offices in Ohio and Florida, Chicago, New York and Washington, D.C., collectively helps our clients achieve these goals: to simplify their complex business issues and help them grow their business. We help them see the big picture, and we like to do things differently, so we also challenge the status quo."

"Our new identity reflects what is important to our clients, and how we partner with them to create value. We are investing in our future, and the past year's growth shows exactly how we are doing that when we attracted some of the industry's top practice area leaders. We are excited to see the Roetzel brand evolve and grow as our firm grows," said Mr. Casto, who recently took over the firm's leadership in July 2012.

Since January 2012, 26 partners and associates have joined the firm, strengthening capabilities in key practices such as financial institutions, bankruptcy and creditors' rights, business litigation, intellectual property law and white collar criminal defense.

The website features the firm's "Great Work!" Labor & Employment Law Blog and "Franchise Follow-Up!" Franchise Law Blog to communicate informative and timely industry news, along with newsletters featuring environmental, government, transportation and other industry updates. The firm's Twitter feed @Roetzel_Andress also shares firm and industry news for clients to follow.

About Roetzel

Roetzel is a full-service law firm that provides comprehensive, integrated legal counsel to national and international clients. For more information, visit ralaw.com.