

NEWS RELEASE

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2010 InnovAction Award Winners Announced College of Law Practice Management announces 2010 InnovAction Awards and Honorable Mentions

August 10, 2010 – Parker, Colorado – Pro Bono Net, a national nonprofit organization working to increase access to justice, is the 2010 recipient of the coveted InnovAction Award from the College of Law Practice Management, while New York-based legal services provider Axiom received the InnovAction Honorable Mention Award.

For the sixth straight year, the InnovAction Awards have recognized outstanding innovation in the delivery of legal services, demonstrating to the legal community what can happen when passionate professionals, with big ideas and strong convictions, resolve to create effective change.

“The five InnovAction judges were greatly impressed by the groundbreaking ideas in the submissions from law firms and companies in the United States and Canada,” said Jordan Furlong, Partner with Edge International and chair of the 2010 awards program.

Here is the 2010 InnovAction Award-winning entry:

- Pro Bono Net was selected for its “LawHelp Interactive” initiative, which provides a national infrastructure for online legal document assembly and helps tens of thousands of low-income people each year to complete needed legal forms. LawHelp Interactive was launched in 2005 with support from the Legal Services Corporation, and was used last year to complete nearly 150,000 civil court forms covering such critical areas as child support, protection orders for victims of domestic violence, consumer debt and eviction. LawHelp Interactive increases efficiency for legal aid programs, allowing more

people to be helped in less time. It also removes barriers to pro bono participation by making it easier for attorneys to work in areas of law where they may lack experience, and by allowing them to spend less time on tedious paperwork and more time interacting with clients.

In addition, the InnovAction Awards offered Honorable Mentions to entries that have taken an existing innovation in the practice of law, transformed it in a unique and valuable way, and made it better than before. "In past years, we've seen several entrants who've taken an innovative idea to the next level and created distinct business advantages," said Furlong. "The Honorable Mentions are designed to recognize these important initiatives."

Here is the 2010 InnovAction Honorable Mention:

- Axiom was selected for its "Function Outsourcing" initiative. Axiom's ability to deliver complex, highly coordinated function outsourcing arrangements result in significant cost savings and notable efficiency benefits for clients. For example, an existing Axiom client found itself under significant cost pressure in 2008. After thoroughly analyzing the client's workflow, Axiom was able to scope out a sustainable solution on a fixed-fee basis in which half of the client's technology contracts department was outsourced to Axiom. Unlike many traditional outside counsel providers, the Axiom team delivered transparency to the client, was able to contract or expand in size depending on demand flow, and delivered metrics and efficiency strategies that the client implemented as "best practices" throughout its entire operation.

The College of Law Practice Management was formed in 1994 to honor and recognize distinguished law practice management professionals. To date, 200 practitioners from ten different countries have been inducted as Fellows of the College. The InnovAction Awards were initiated in 2004 and have further established the College as itself a legal profession innovator.

"We know a great deal of innovative thinking is at work around the world to solve the business challenges faced by law firms in today's competitive market. We want to focus the attention of the legal profession on these extraordinary achievements in order to show what can be accomplished when firms dare to take a true leadership position," said College Past President and InnovAction judge Merrilyn Astin Tarlton, who is the principal of Astin Tarlton.

Along with Ms. Tarlton, the other judges were:

- Maggie Callicrate, COO, Pierce Atwood, LLP;
- Thomas S. Clay, consultant, Altman Weil, Inc.;
- Greg Siskind, founding partner, Siskind Susser Bland;
- Tony Williams, principal, Jomati Consultants LLP.

The awards will be presented on Saturday, October 23, at a special session during the 2010 Futures Conference & Symposium, held in conjunction with the Annual Meeting of the College of Law Practice Management in Washington, DC.

The 2010 InnovAction Awards are proudly sponsored by the following organizations with a passion for innovation.

Platinum Sponsors:

- Greenfield/Belser Ltd.,

Gold Sponsors:

- American Bar Association Law Practice Management Section;
- Canadian Bar Association;
- International Legal Technology Association;
- Legal Marketing Association;
- Levick Strategic Communications.

Silver Sponsors:

- Altman Weil;
- Association of Legal Administrators.

In addition, 2010 Friends of InnovAction include: Mark Beese, Leadership for Lawyers; David J. Bilinsky, Thoughtful Legal Management Consulting, JoAnna Forshee & Jobst Elster; InsideLegal.com; Ron Friedmann, Integreon; Edward Poll, LawBiz; SLAW.ca; and Merrilyn Astin Tarlton, Astin Tarlton.

Contact information for the winners is listed below.

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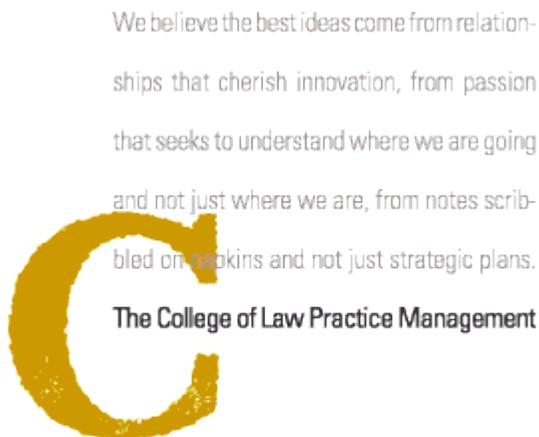
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The College of Law Practice Management was formed in 1994 to honor and recognize distinguished law practice management professionals, to set standards of achievement for others in the profession, and to fund and assist projects that enhance the highest quality of law practice management. Its web site is www.colpm.org.

The College of Law Practice Management and our Fellows inspire excellence and innovation in law practice management by:

- Honoring extraordinary achievement
- Developing, exchanging and disseminating knowledge
- Stimulating innovation in the delivery of legal services

To date, over 200 practitioners from ten different countries have been inducted as Fellows of the College. The Fellows include lawyers, administrators, professors, consultants, marketing directors, and others who have made significant contributions to the profession. They are active in or retired from a wide range of professional organizations -- the International Bar Association, the Association of Legal Administrators, the Legal Marketing Association, the Association of Corporate Counsel, the American Bar Association Section of Law Practice Management, and others.

In addition to honoring and recognizing those who have contributed to the profession, the College presents Annual Meeting programs that focus on current issues facing the legal profession and look to the future of the profession. The College also administers the **InnovAction Awards Program** which is a worldwide search for lawyers, law firms, law departments, and other providers of legal services who are currently engaged in some extraordinary innovative efforts.

A Board of 15 Trustees governs the College and directs its activities. The College is a Michigan nonprofit corporation that is recognized as a 501(c)(3) tax-exempt organization.
