



**29 April 2008**

**Reed Smith moves to strengthen global brand**

International law firm Reed Smith announced today that with effect from 01 May 2008 those of its businesses in Europe and the Middle East which trade under the names Reed Smith Richards Butler and Reed Smith Rambaud Charot will trade simply as Reed Smith.

The change in Europe and the Middle East follows that of Reed Smith Sachnoff & Weaver in Chicago, which took place 01 March 2008, and complements the firm's position in the rest of the US and in Germany.

In accordance with Hong Kong regulatory issues, the firm's Hong Kong practice will continue to trade as Richards Butler in Association with Reed Smith for the foreseeable future.

Roger Parker, EME Managing Partner, commented:

*"Under the terms of the Reed Smith Richards Butler merger we committed to making this transition by January 2009. Our decision to take this logical step early is indicative of how well the merger has gone. I believe that our clients and the market are expecting this change and understand it. It makes perfect business sense and will make it much easier to promote our international business across three different continents."*

Gregory Jordan, Global Managing Partner, added:

*"Unifying our brand name to Reed Smith strengthens our position as an international, relationship-driven supplier of high quality legal services. As the international nature of our business accelerates, the importance of a single integrated platform grows, both in terms of perception and performance."*

**ENDS**

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**Notes to editors**

**About Reed Smith**

Reed Smith is one of the 15 largest law firms in the world, with more than 1600 lawyers in offices across Europe, the Middle East, Asia and the United States.

We advise many of the world's leading organisations on cross border transactions, complex dispute resolution and regulatory matters.