



## NEWS RELEASE

4 September 2006

### **DLA PIPER RUDNICK GRAY CARY SHORTENS NAME**

DLA Piper Rudnick Gray Cary today announced it will be known as DLA Piper, effective 4 September 2006. The change comes 20 months after the historic merger between law firms DLA, Piper Rudnick and Gray Cary Ware & Freidenrich, and reflects the name already being utilised by the organisation's lawyers and clients.

Adopting the business name DLA Piper is a natural progression as the shortened name was always a goal associated with the 2005 merger. The longer name enabled the organisation to harness the goodwill established by each legacy firm during the initial integration period. Following this transition and after more than a year of serving clients as a merged entity the shortened name reflects how the organisation is already being referred to in the market. The new logo marks the evolution of the three firms under a common brand.

"Our strategy is to establish a strong global brand that reflects the growing portfolio of recurring, high-level work we are performing today for major institutional clients across multiple geographies," said Nigel Knowles, Joint Chief Executive Officer of DLA Piper. "We believe our platform, combined with quality and range of our expertise, provides a clear point of differentiation in the market."

All DLA Piper offices adopt the new name as from 4 September.\*

**ENDS**

#### **For further information:**

**Helen Obi, Media Relations, DLA Piper, Tel: +44 (0)20 7796 6989 or email [helen.obi@dlapiper.com](mailto:helen.obi@dlapiper.com)**

#### **Notes to Editors**

1. Globally, DLA Piper has offices across Europe, Asia, the Middle East and the US. Over 3,100 lawyers across 59 offices and 22 countries provide a broad range of legal services through its core practice groups. It is relationship driven and committed to meeting the ongoing legal needs of its clients, wherever they choose to do business.

\* With the exception of a small number of countries where there are regulatory restrictions.