

NEWS RELEASE

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FOR IMMEDIATE RELEASE

John Ford, Managing Editor of Legal Bisnow, Joins Hellerman Baretz Communications

Hire Adds Popular Voice of DC Legal Scene to Award-Winning Agency

Washington, July 21, 2009 – Hellerman Baretz Communications (HBC) today announced that John Ford, managing editor of the popular Washington, DC e-newsletter, Legal Bisnow, and former attorney at Wilmer, Cutler & Pickering (now WilmerHale), will join the firm as a Senior Account Supervisor. Ford will be responsible for crafting and implementing strategic communications programs for HBC’s clients – the world’s leading law and professional service firms.

Under Ford’s stewardship for the last two years, Mark Bisnow’s new media e-newsletter, Legal Bisnow, has become a must-read for its 15,000 attorney subscribers in the DC area, covering the region’s elite attorneys, law firms, and in-house legal departments with both wit and insight into the business of law.

“Although the current economy is putting tremendous competitive pressures on our clients, it is also creating exciting opportunities for firms that position themselves properly,” explained John Hellerman, co-founder of HBC. “Given his countless interviews with managing partners, laterals on the move, and the in-house executives who hire them, John Ford has had a front row seat to these game-changing forces, making him uniquely qualified to counsel our clients and tell their stories. We’re very excited about working with him now as a member of our team.”

Ford agrees, citing the current economic crisis as “an important moment for lawyers and other professionals to distinguish themselves through smart, strategic PR.

“I’m extremely impressed with the creative approach of Hellerman Baretz – especially the firm’s results-oriented service model, whereby clients can choose to pay only for the results HBC delivers -- and I am looking forward to working with my colleagues in the media to bring news of HBC’s clients to the right audiences,” Ford added.

Ford graduated from Stanford University and the University of Michigan Law School, *cum laude*, where he served as the University of Michigan Law Review’s Book Review editor. He clerked for Judge Deanell Reece Tacha of the 10th Circuit before joining Wilmer Cutler & Pickering (now WilmerHale) as a litigation associate. (For Ford’s full bio, please see http://www.hellermanbaretz.com/about_us_team_ford.htm.)

Working with the world’s leading law firms, consulting firms, and financial services companies, Hellerman Baretz Communications (www.hellermanbaretz.com) creates PR-based business development campaigns that turn professionals’ expertise into new business opportunities. Since its founding in 2002, the company has won more than a dozen awards for its work and was just recently named to Inc Magazine’s list of the 5000 fastest growing companies in America for the second year in a row.

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