



Corporate Counsel Rank Gray Plant Mooty as a Leader in Client Recommendations

May 8, 2013

MINNEAPOLIS, Minn. (May 8, 2013) — Gray Plant Mooty is pleased to announce that the firm has been recognized as one of "The BTI Brand Elite: Client Perceptions of the Best-Branded Law Firms 2013".

Corporate counsel see Gray Plant Mooty standing out for client recommendations, which earned GPM a place on BTI's Client Recommendations Honor Roll. Also, client recommendations positioned GPM for growth and higher client satisfaction, according to interviews with corporate counsel at more than 500 of the world's largest and most influential companies.

BTI's research is based solely on unaided corporate counsel feedback. The BTI Brand Elite are what the law firms clients delineate as the three core success factors clients rely on to differentiate law firms. These factors include:

- Innovation - Clients' needs, goals and priorities provoke thought-leading changes in business process and strategy
- Premium Value - Corporate counsel turn to market leaders with their highest priority issues and most complex work
- Client Recommendations - Recommended and short-listed law firms win 2.6 times more business

About GPM:

Gray Plant Mooty is recognized as one of the leading corporate law firms in Minnesota and one of the top franchise firms in the world. Our roots go back to 1866. Today, we are a 170-attorney, full-service firm with offices in Minneapolis and St. Cloud, Minnesota, and Washington, DC. Our attorneys and staff provide



exceptional client service and value to our clients, and directly or with our global affiliations, we provide comprehensive legal services on a regional, national, and global basis.