

— NEWS RELEASE —

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LOCAL DESIGN STUDIO SELECTED FOR LEGAL FIRM'S IDENTITY PROGRAM

Los Angeles, September 22 - Asylum, a leading full-service advertising and graphic design studio for various regional and national corporations, today announced its selection to develop a new corporate identity and marketing campaign for Tudzin & Weiss, LLP a civil litigation law firm. The plan will focus on providing Tudzin & Weiss with a strategic foundation to create new awareness and increase their client base.

Tudzin & Weiss, LLP is based in Woodland Hills, California, and is comprised of partners Michael A. Tudzin and Steven L. Weiss, a specialist in family law. In addition to family law, the firm also works in all aspects of civil litigation, including, but not limited to, personal injury, business law, workers compensation and wrongful death. Their client base consists primarily of individuals, where they find it satisfying to work on a one-on-one basis, offering the best possible service to each client. "We enjoy working in this very personal way, but we also want to expand our business and venture out into new areas of the legal profession," says Michael Tudzin. "That is why we contacted Asylum."

Asylum has extensive experience working with smaller law firms. "We like working with firms of this type," said Asylum owner and creative director, Jim Shanman. "The legal profession is generally locked into design standards that are 100 years old. We look for firms that want something unique yet sophisticated and professional. In order for a smaller firm to get the attention it deserves, they will need something fresh and that represents their strong work ethic and creates a sense of pride." Adds Steven Weiss, "We chose Asylum because we are a small, boutique type firm offering services to individuals and small companies who share common values and beliefs with us. Asylum not only understands that, but they have the same approach to dealing with people. Jim Shanman immediately understood what we wanted and what direction we were headed and it just felt as though we were all part of a team working towards a common goal."

Asylum, Michael Tudzin and Steven Weiss are excited about the project. "Working with Asylum has been great. Every time they show us a new idea, we are even more impressed than before," stated Michael. "I am confident the end result will be a professional mark that we can use for years to come." The corporate identity and stationery are just the first part of a long term marketing strategy Asylum will implement for Tudzin & Weiss. The plan will eventually encompass corporate collateral, advertising and other unique marketing ideas yet to be determined.

For over 18 years, Asylum has created award winning corporate identity programs, advertising, collateral and marketing material for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. Other legal firms that Asylum has created identities for include: Murawski & Grey, LLP and Jonathan Gabriel, a professional law corporation. The opportunity to work with Tudzin & Weiss is a perfect partnership between a forward-thinking law firm and a design studio with unlimited creative and strategic abilities.

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