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PRESSRELEASE

Cadwalader, Wickersham & Taft LLP Corporate Identity Honored At Annual Legal Marketing Association Conference

Orlando, FL, March 12, 2004 – Cadwalader, Wickersham & Taft LLP's new corporate identity, designed by Carbone Smolan Agency (CSA), received high accolades in the identity category of the Legal Marketing Association's Your Honor awards. Claudia Freeman, Cadwalader's Director of Marketing, accepted the award at a special ceremony at the LMA's annual conference.

The new identity was the culmination of a 12-month collaboration that began when Cadwalader, one of America's oldest law firms, sought a new look to reflect its new dynamism while leveraging its rich history of tradition and innovation.

The award-winning concept infuses Cadwalader's materials with a creative new character while maintaining the firm's prestigious history and professionalism. The comprehensive program was designed to define the firm's position, values and offerings, educate attorneys and staff, inform clients and recruits, and integrate offices and communications.

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Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.

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