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PRESSRELEASE

CSA to Rebrand Hofstra University School of Law

New York, NY, August 22, 2005 – Hofstra University School of Law has selected Carbone Smolan Agency (CSA) to redesign the school's communications system. Hofstra Law's goal is to project a more sophisticated brand identity and implement a strategic communications plan that will improve public perception and attract high caliber students.

"To compete with other law schools, it is important for Hofstra to reach target audiences with a strong identity and compelling message," says Aaron Twerski, the new Dean of Hofstra Law. "The rebrand will help raise awareness of Hofstra's unique assets amongst academics, lawyers, prospective students and the public."

"Currently, Hofstra Law is under the radar, despite its world-class faculty and well respected clinical programs," says Elizabeth Amorose, Project Director, CSA. "By developing a strong positioning, clear messaging and striking materials we will help Hofstra Law realign perception to match reality." The new identity and communications program, including an updated website, will roll out over the course of the 2005 - 2006 academic year.

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About Hofstra Law

Hofstra Law School was founded in 1970 and is accredited by the ABA, boasting an alumni body of more than 7,500 graduates. In addition to its full-time juris doctor (J.D.) degree program, Hofstra Law School offers part-time day and evening J.D. programs as well as graduate degree programs in international law and American legal studies. Rated one of the top 100 law schools in the country, the school is located in Hempstead, Long Island, New York.

About Carbone Smolan Agency

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

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