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FOR IMMEDIATE RELEASE

Elisabeth Hershman Joins Van Prooyen Greenfield LLP as Vice President and Director of Litigation Communications

Hershman brings extensive PR and legal experience to firm

August 22, 2006 (NEW YORK) – Van Prooyen Greenfield LLP is pleased to announce that Elisabeth Hershman, Esq. has joined the firm as Vice President and Director of Litigation Communications. Ms. Hershman will be based in the firm’s New York office.

The addition of Ms. Hershman adds key capabilities to Van Prooyen Greenfield LLP’s existing Litigation Communication practice.

Among other engagements, Ms. Hershman has provided communications counsel for a variety of clients including Samsung, Global Crossing, Targus and several legal services firms. Prior to joining Van Prooyen Greenfield LLP, Ms. Hershman held positions in the legal departments of Chanel, Inc. and Kate Spade LLC. She helped these companies implement and execute intellectual property protections.

“We are delighted and very fortunate to have Liz join us. The addition is an exciting move forward for Van Prooyen Greenfield LLP,” stated Amy Greenfield, managing partner of Van Prooyen Greenfield LLP. “The breadth of her background in law and public relations is a great complement to our Litigation Communications practice.”

Ms. Hershman received a J.D. from Quinnipiac University School of Law in Hamden, Connecticut and a B.A. in French Literature from Tufts University in Medford, Massachusetts.

About Van Prooyen Greenfield LLP

Van Prooyen Greenfield LLP is a boutique law firm whose attorneys and senior public relations experts specialize in providing unique strategic communications counsel. While best known for its work in high-stakes litigation communications, the firm has successful practices in the more traditional public relations areas including corporate positioning, reputation management and marketing communications. The Firm has offices in New York City and San Francisco. For more information, visit www.vpgllp.com.

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