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For Immediate Release

Amy Van Prooyen Greenfield Honored by University of Utah

Noted Expert in Crisis and Litigation Communications Named a Distinguished Alumna of the University's College of Humanities

May 7, 2009 (Salt Lake City) – Amy Van Prooyen Greenfield, the founder and managing partner of crisis and litigation communications law firm Van Prooyen Greenfield LLP, will be honored by the University of Utah College of Humanities as a Distinguished Alumna on May 8 at the school's Convocation Ceremony.

Ms. Greenfield, a leader in the practice of litigation communications, will be honored at the convocation ceremony along with renowned civil rights attorney Pace McConkie, who previously was named attorney of the year by the NAACP and who serves as Director of the Center for Civil Rights in Education at Morgan State University in Maryland.

"I am deeply honored by this recognition from the University," stated Ms. Greenfield, who received a B.A. and M.A. *summa cum laude*, in Communications from the University of Utah, and where she was elected to the national honor society, Phi Kappa Phi. "I greatly admire so many of the faculty here at the University, which provided me with an excellent foundation and education, so this is a truly an honor."

Based in New York, Ms. Greenfield is a noted expert in the practice of litigation communications, providing strategic communications counsel to clients involved in high-profile litigation. Ms. Greenfield has advised clients in a number of notable cases, including two of the largest-ever corporate bankruptcies. More recently, she advised a professional baseball player involved in the Congressional investigation into performance-enhancing substances in baseball.

Ms. Greenfield has lectured on litigation communications issues before Georgetown University, the Legal Marketing Association and for numerous law firms. She currently serves as a faculty member of Lawline, a provider of continuing legal education. She is the co-author of "Litigation Communications: Providing Context and Protecting Legal Privilege," a chapter in PR News Crisis Management Guidebook, (2008, Access Intelligence LLC).

Ms. Greenfield's firm, which has its main offices in New York and San Francisco, was awarded top honors by *PR News* for the 2009 Legal PR Awards in the "Media Event of the Year" category for its work organizing and promoting a celebrity golf tournament sponsored by the Michael Strahan Foundation, which raised more than \$500,000 to

benefit children's charities.

About Van Prooyen Greenfield LLP

Van Prooyen Greenfield LLP is a boutique law firm specializing in providing strategic communications counsel. The firm brings a unique blend of legal and media expertise as well as a proven track record to clients requiring integrated litigation communications, public relations and marketing services. The Firm's practices include litigation communications, law firm marketing, legal technology, brand/reputation management, issues and crisis management, financial and entertainment. VPG has offices in New York, San Francisco and Honolulu. Visit www.vpgllp.com for more information.

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