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FOR IMMEDIATE RELEASE

Van Prooyen Greenfield LLP Opens San Francisco Office

Lori Teranishi to Head West Coast Practice

October 10, 2007 (SAN FRANCISCO) -- Van Prooyen Greenfield LLP, a New York-based law firm specializing in litigation communications, announced today that the firm has opened an office in San Francisco at 155 Montgomery Street. The west coast office will be led by Lori Teranishi, Chief Operating Officer for the firm.

“Securing a solid presence in California is a key development for Van Prooyen Greenfield LLP’s growth,” stated Amy V. Greenfield, Esq., founder and managing partner of Van Prooyen Greenfield LLP. “Under the leadership of Lori Teranishi, this office better enables us to serve our expanding client base of law firms and law schools that are based in California.”

The new San Francisco office will focus on providing litigation communications and public relations counsel for the legal industry, leveraging Ms. Teranishi’s expertise and more than 20 years of experience in developing and executing communications campaigns. The firm has successfully represented clients in crafting litigation communications strategies for high-profile cases in federal and state courts, industry arbitrations, government regulatory proceedings and investigations. Their client base includes top-tier law schools, leading law firms and legal technology corporations.

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.vpglp.com.

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