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**HIRSCHLER RECOGNIZED AMONG NATION'S TOP-BRANDED LAW FIRMS  
IN 2019 BTI BRAND ELITE REPORT**

**Richmond, Va., May 17, 2019** – Hirschler is pleased to announce that the firm is ranked among the nation's top law firm brands in the *2019 BTI Brand Elite* report. The annual *BTI Brand Elite* rankings are based on surveys of general counsel and legal decision makers, which this year reflected that "Hirschler's brand is strengthened by the firm's performance in driving value for clients." This recognition closely follows the firm's rebrand in the fall of 2018, which resulted in a shortened name, a new website design and a new logo.

"Hirschler is delighted to be named in the 2019 *BTI Brand Elite*. The firm's inclusion suggests that our new branding resonates with legal decision makers and effectively communicates our unique value proposition," said President Courtney Paulk. "We want the Hirschler name to be synonymous with excellent legal service and business efficiency."

Client input inspired the messaging and creativity of Hirschler's new brand and the functionality and resources available on its new website. The use of purple in the new logo is representative of the devotion, creativity and wisdom that Hirschler attorneys bring to every client interaction. The added "+" in the logo reflects the vitality of the strong business and client relationships the firm brings to its longstanding legal practice.

The *BTI Brand Elite 2019* rankings are based solely on in-depth interviews with more than 694 corporate counsel at the world's largest and most influential companies. It details how a firm is branded in the eyes of top legal decision makers. The full list is available at <https://www.bticonsulting.com/brand-elite-for-law-firms>.

**About the BTI Consulting Group**

*The Boston-based consulting group is the leading provider of strategic market research to law firms and professional services firms. BTI conducts the only continuous benchmarking market study in the legal services industry based on independent interviews with general counsel and key decision makers who hire law firms.*

**About Hirschler**

*Hirschler is a national-caliber law firm based in Virginia. Invested in our clients and their success, our attorneys deliver smart solutions to important and often-complex legal issues. We are distinct in our deliberate service focus, partner involvement in client matters, and ability to deliver legal excellence and business efficiency. For more information, please visit the firm's website at [www.hirschlerlaw.com](http://www.hirschlerlaw.com).*

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