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FOR IMMEDIATE RELEASE

New Business Services Group Redefines Client-Attorney Relationship *Group Takes a Project Management Approach to Providing Bundled Legal Services to Small and Medium-Sized Businesses*

Livingston, N.J., September 11, 2012 – Becker Meisel announces the launch of its Business Services Group designed to place forward thinking, mission-critical business and legal advice at the fingertips of small and mid-cap companies. “Essentially, we are rewriting the way we deliver legal services to our small and mid-cap clients,” said Martin L. Borosko, the firm’s managing member. “Over the past year, Becker Meisel studied the needs of these clients – conducting research and talking to corporate leaders – and discovered that what these companies need is a trusted legal advisor who knows their business and is available not just in times of crisis, but more importantly, to proactively guide them on day-to-day matters and long-term plans.”

The Business Services Group was formed to meet these needs. The Group takes a project management approach to providing bundled mission critical legal services to small and medium-sized businesses that know they need legal support, but lack the revenue and volume of legal issues to justify hiring their own in-house general counsel. “Our approach anticipates problems before they occur and takes the appropriate steps to avoid them or minimize their impact,” explained Timothy J. Szuhaj, chair of the Business Services Group, “this proactive model delivers a more efficient and effective service to the small and medium-sized businesses.”

The model has four critical features: (1) bundled mission-critical services; (2) efficient project management; (3) single point-of-contact coordination and (4) trusted business advisement.

Bundled Mission-Critical Services

The firm’s model features bundled mission-critical services, related, but not limited to business entity formation and governance, corporate finance and securities, commercial transactions, employment and labor, intellectual property, and real estate, that, individually or combined, help our clients easily and cost-effectively obtain legal advice.

Efficient Project Management

Functioning as a part of the clients' business management team, the Business Services Group strategically plans projects with clients to set milestones and measure progress, both on a project completion and project cost basis, which is vital to the Group's ability to provide effective and efficient services.

Single Point-of-Contact Coordination

The firm's Business Services clients will develop and maintain a close professional relationship with one single point-of-contact in order to assert a streamlined method of communication. And, in order to learn about the current status of their businesses, future plans and prospects, clients will have the option of meeting with their POC on a regular basis, at no cost.

Trusted Business Advisement

By initiating this model of service-oriented project management, Becker Meisel aspires to operate as a trusted business advisor, serving as an outsourced general legal counsel, and operating as a member of the client's management team by rendering strategic advice, handling day-to-day legal needs, and managing extraordinary legal affairs that justify the use of outside legal experts.

"In the end, the model makes sense. We serve as outsourced general counsel, operating as a trusted member of the client's management team – which our clients need – and deliver services in a form that requires us to be efficient, and in a manner a client understands and can follow – which our clients want," concluded Mr. Szuhaj.

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About Becker Meisel LLC

Becker Meisel is a premier mid-market firm serving the New York, New Jersey and Philadelphia corridor. In addition to providing the complete spectrum of legal services needed by corporate clients – from litigation, sophisticated transactional, labor and employment and bankruptcy law counseling, to intellectual property, real estate and construction law-related advice – the firm also provides the full scope of family law representation, estate planning and administration services to individuals and families. Becker Meisel's size and regional footprint allow for delivery of sophisticated services in a manner not only focused on results, but also on the client's return on their legal investment. For more information, please call 973-422-1100, or visit www.beckermeisel.com.