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NewsRelease

For Immediate Release:

Cadwalader Wins Your Honor Award from Legal Marketing Association

New York, NY, March 19, 2010, The Legal Marketing Association (LMA) selected Cadwalader, Wickersham & Taft LLP as the First Place winner in the Recruiting category of the 2010 Your Honor Awards. The LMA Your Honor Awards program recognizes excellence in legal marketing by promoting projects and programs that provide innovation and return on marketing dollar investment.

Cadwalader won this prestigious industry award for its entry "Make History." The premise behind the Make History! recruiting campaign was that, in this volatile economic environment, law students are looking for evidence of long term stability. While a firm's longevity and rich history alone may mean little, a firm's ability to repeatedly and successfully respond to clients, the markets, and social, political and economic trends evidences business prowess, a progressive sensibility, and sound leadership. Cadwalader's recruiting website, therefore, focused on the firm's storied history and a record of adapting again and again to changing situations, a powerful combination that allowed the firm to place recent changes in context and inspire lawyers to become part of "something" special—to "become part of history". The site can be seen at <http://www.cadwalader.com/makehistory>

The LMA Your Honor Awards recognize creativity, execution, achievement and overall excellence in legal marketing, business development and communications. The award was presented to Cadwalader at LMA's 24th Annual Conference on March 12 in Denver, CO.

About Cadwalader, Wickersham & Taft LLP

Cadwalader, Wickersham & Taft LLP, established in 1792, is one of the world's leading international law firms, with offices in New York, London, Charlotte, Washington and Beijing. Cadwalader serves a diverse client base, including many of the world's top financial institutions, undertaking business in more than 50 countries in six continents. The firm offers legal expertise in antitrust, banking, business fraud, corporate finance, corporate governance, environmental, financial restructuring and reorganizations, healthcare, insurance, intellectual property, litigation, mergers and acquisitions, private client, private equity, real

estate, regulation, securitization, structured finance, and tax. More information about Cadwalader can be found at www.cadwalader.com.

About Legal Marketing Association

Founded in 1985, LMA is the voice of the legal marketing profession, a forum that brings together CMOs and entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. LMA's nearly 3,000 members hail from 48 US states and 17 countries, and 80% of the largest 250 US law firms employ an LMA member. For more information about the Legal Marketing Association, visit www.legalmarketing.org.