

Press Release

## Client support advances Dentons in 2014 Acritas

### Global Elite Law Firm Index

**Moscow, October 10, 2014** - Dentons moved even higher in the Acritas Global Elite Law Firm Brand Index in 2014, thanks to clients' willingness to recommend the firm for multi-jurisdictional work. The Acritas ratings, released on September 30, has Dentons tied for 17th in the rankings, moving up two spots from its 19th position in the 2013 index.

"This early and continued progress is a credit our colleagues who continue to receive high marks from clients for service and quality," said Global CEO Elliott Portnoy.

"Our continued progress in the Acritas Global Elite Index confirms Dentons as a challenger brand capable of competing with the most elite firms in the world," says Global Chair Joe Andrew.

The 2014 Acritas Global Elite Law Firm Brand Index is based on the responses of 1185 purchasers of legal services who reside at organizations with more than US\$1 billion in revenue.

Dentons remains the youngest brand included in the top 20. It has been less than two years since the combination that created Dentons, yet the Firm has placed in the top 20 for both years, among competing brands that have been familiar to legal services consumers for decades.

Of the four components that Acritas uses to determine the rankings – awareness, favorability, consideration for use in multi-jurisdictional deals and consideration for use in multi-jurisdictional litigation – the Firm's greatest gains this year came in consideration for multi-jurisdictional deals and litigation, making Dentons' global platform a key driver of its brand position.

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#### About Dentons

Dentons is a global law firm driven to provide clients a competitive edge in an increasingly complex and interconnected world. A top 20 firm on the Acritas 2014 Global Elite Brand Index, Dentons is committed to challenging the status quo in delivering consistent and uncompromising quality in new and inventive ways. Dentons was formed by the combination of international law firm Salans LLP, Canadian law firm Fraser Milner Casgrain LLP (FMC) and international law firm SNR Denton. Dentons' clients now benefit from approximately 2,600 lawyers and professionals in more than 75 locations spanning 50-plus countries across Africa, Asia Pacific, Canada, Central Asia, Europe, the Middle East, Russia and the CIS, the UK and the US. The firm serves the local, regional and global needs of a broad spectrum of clients, including private and public corporations; governments and government agencies; small businesses and startups; entrepreneurs; and individuals.

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