



FOR IMMEDIATE RELEASE

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Prominent Attorney Named Vice Chair of Primerus

LOS ANGELES, California – December 6, 2006 – Brian L. Davidoff, Managing Director of the Los Angeles-based law firm, Rutter Hobbs & Davidoff Incorporated was recently named Vice Chair of the Primerus Business Corporate International (BCI) group. Primerus is an affiliation of top-rated, independent law firms throughout the U.S.

“I look forward to continuing the rich and successful six pillar tradition honored by Primerus and its attorneys,” said Davidoff. “The standards fostered by Primerus – integrity, excellent work product, reasonable fees, continuing education, civility and community service – promote top-quality service and I’m proud to be a part of the organization.”

In his capacity as Vice Chair, Davidoff spearheads the activities of the BCI group, and finds creative venues for BCI to compete effectively in the national marketplace. Collectively, Primerus law firms would constitute one of the largest firms in the U.S.

Primerus builds relationships with companies that may benefit by working with smaller independent law firms in different jurisdictions. Only firms highly rated by a top independent legal publishing authority are admitted to Primerus. This

ensures a high-quality legal product throughout, which combined with the cost-effectiveness of a smaller law firm, provides an attractive alternative to large national law firms.

“It has been our mission from the beginning to target, accept, and retain only the finest firms for membership,” said Ruth Martin, Senior Vice President, Primerus. “The same holds true for leadership within Primerus...we only seek out and accept the best possible candidates. We are honored to have Brian as our Vice Chair.”

ABOUT BRIAN L. DAVIDOFF

Brian L. Davidoff is certified as a Business Bankruptcy Specialist by the American Board of Certification. He has expertise in all aspects of insolvency and reorganization matters. In addition to insolvency matters, a substantial portion of Davidoff’s practice focuses on counseling emerging and mature business entities in various aspects of their growth, financing, contractual relationships and operations. He has represented clients in a variety of industries, including manufacturing, retailing, real estate, technology and entertainment.

ABOUT RUTTER HOBBS & DAVIDOFF INCORPORATED

Los Angeles-based law firm Rutter Hobbs & Davidoff Incorporated represents clients in matters involving bankruptcy and corporate reorganization, business disputes and litigation, corporate and securities, estate planning and litigation, family law, intellectual property, labor and employment, and real estate. For more than one-third of a century, the firm's experienced attorneys have represented middle market companies, early stage entities, large corporations and individuals. For more information, please visit www.rutterhobbs.com.

ABOUT PRIMERUS

Primerus is an international network of top-rated, independent law firms that have earned the right to display the Primerus seal of quality. Firms must attest to their

commitment to the exacting standards of the Six Pillars of Primerus Quality: Integrity, Excellent Work Product, Reasonable Fees, Continuing Legal Education, Civility, and Community Service. Primerus law firms are located in over 30 states as well as Ontario, Canada and offer expertise in hundreds of practice areas. For more information, please visit www.primerus.com.

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