

PRESS RELEASE

225 HILLSBOROUGH STREET, SUITE 300
RALEIGH, NORTH CAROLINA 27603
P. O. BOX 27808
RALEIGH, NORTH CAROLINA 27611-7808
TELEPHONE: (919) 828-5100
FAX: (919) 828-2277

227 W. TRADE STREET, SUITE 600
CHARLOTTE, NORTH CAROLINA 28230
P. O. BOX 30787
CHARLOTTE, NORTH CAROLINA 28230
TELEPHONE: (704) 332-8300
FAX: (704) 332-9994

CULBRETH CENTER
1209 CULBRETH DRIVE, SUITE 200
WILMINGTON, NORTH CAROLINA 28405
TELEPHONE: (910) 509-9778
FAX: (910) 509-9676

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Media Contact: Sherry McLamb,
Marketing Director
919-863-8823

Cranfill Sumner & Hartzog LLP Launches New Web Site

More user-friendly format with improved navigation and additional functionality

RALEIGH, N.C. -- The civil defense firm of Cranfill Sumner & Hartzog LLP is pleased to announce the launch of its new web site at www.cshlaw.com. The new site has been designed to be more user-friendly, with increased functionality and improved navigation across the various web pages. To better serve its clients, additions to the site include more relevant and timely information pertaining to current topics of interest and case results, access to more articles and presentations and new search capabilities.

According to Sherry McLamb, Marketing Director at the firm, "From a technology perspective, the improvement with the greatest impact comes from taking what was considered a static site and transforming it into a dynamic, database-driven web site, which means that the web pages are populated by information from a database." Any changes to the database are automatically loaded to each corresponding web page without human intervention. Since the pages are generated again each time the user clicks on the link to go to them, a database-driven site is dynamic as opposed to static. Benefits of a database-driven site include reduced maintenance time, efficient data sorting and retrieval, easier page creation and advanced search capabilities.

"The new site design quickly engages our visitors and allows them to easily access tools and information across the entire site. Specifically added for our clients, the new useful tools section of the web site features several different calculators, which some of our clients use on a daily basis. In addition, our visitors can now go online and subscribe to receive our various updates and publications," said Dan M. Hartzog, Managing Partner of Cranfill Sumner & Hartzog LLP.

"We welcome our clients and non-clients alike to visit our site often as the information provided is frequently updated," added Mr. Hartzog.

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To create the new site, Cranfill Sumner & Hartzog LLP worked with a team of web site design professionals from CAI Communications, located in Raleigh, NC. The team was lead by Beth Greene, CAI's Director of Art. Their professionalism, creativity and quick response time greatly reduced the stress involved with new web site creation.

About Cranfill Sumner & Hartzog LLP

Founded in 1992, Cranfill Sumner & Hartzog LLP is a law firm which concentrates its practice in the defense of civil claims and lawsuits, representing individuals and businesses of all types. Consistently ranked as one of the largest in North Carolina, the firm has more than 90 attorneys and three locations: Raleigh, Charlotte and Wilmington. The firm handles cases in a variety of practice areas, including medical and professional negligence, products liability, construction defects, police and municipal law, premises liability and security, trucking/transportation law, education law, employment law, workers' compensation claims, commercial litigation, environmental and toxic torts and land condemnation. With its experienced litigators and support personnel utilizing the latest technology available, Cranfill Sumner and Hartzog LLP is generally recognized as one of the most creative and innovative litigation firms in the state today. For more information, visit www.cshlaw.com or call 919-828-5100.

About CAI Communications

For nearly three decades, CAI Communications has delivered innovative, targeted solutions to build our client's brands and help them grow valuable relationships with their customers. We are a full-service marketing and corporate communications firm providing effective, results-driven creative solutions. Our services include marketing research, strategic planning, corporate identity/branding, print collateral, web site design and development, interactive email, advertising campaigns, direct marketing, video and interactive DVD production, trade show and exhibit design, and public relations. For more information, go to www.caicomcommunications.com or call 919-878-9222.

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