



## **FOR IMMEDIATE RELEASE**

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# **Thompson & Knight is Recognized by the Legal Marketing Association**

## ***Firm Receives Two "Your Honor Awards" at Organization's Annual Conference***

**Texas** (March 22, 2007) – The international law firm of Thompson & Knight LLP is proud to announce the Firm has been recognized by the Legal Marketing Association (LMA) with two "Your Honor Awards." These awards recognize creativity, execution, achievement, and overall excellence in legal marketing and are the only awards of their kind in the industry.

Thompson & Knight was awarded third place in the Web site category. The Firm determined the need for a strong communication tool to provide crucial information necessary to its clients and potential clients. Through the strategic development of the Firm's Web site ([www.tklaw.com](http://www.tklaw.com)), the Marketing Department focused on creating an organized, sophisticated, and valuable new site that visually conveys and communicates the Firm's brand and message. Based on client and attorney feedback, the design and technical structure were developed by Herrmann Advertising.

Thompson & Knight was also awarded third place in the Training category for its Spanish and Portuguese lessons. With expansion of the Firm's offices in Mexico and Brazil, a need to further develop attorneys' ability to confidently communicate and interact with the Firm's Latin American clients emerged. The program was created through a partnership with Southern Methodist University's (SMU) Continuing Education program.

"We are honored the Legal Marketing Association recognized Thompson & Knight for our marketing efforts. We believe this national recognition demonstrates our Firm's client-focused approach to legal services," says Greg Curry, the Firm's Marketing Partner.

### **About the Legal Marketing Association**

The Legal Marketing Association is a not-for-profit organization dedicated to serving the needs and maintaining the professional standard of the women and men involved in marketing within the legal profession.

### **About Thompson & Knight**

*Since 1887, Thompson & Knight LLP has consistently made a positive impact on its clients' successes. With its practice focused on the energy industry, the Firm has extensive resources in litigation, tax, insolvency, and international energy matters. The Firm has approximately 420 attorneys and offices and alliances in Algiers, Austin, Dallas, Fort Worth, Houston, London, Mexico City, Monterrey, New York, Paris, Rio de Janeiro, and Vitória. Thompson & Knight represents companies, government entities, and individuals in local, regional, and national markets around the world.*