



Lexology and the Association of Corporate Counsel (ACC) are pleased to announce the launch of ACC Newsstand, a new daily legal newsfeed designed and developed exclusively for ACC members worldwide.

Powered by Lexology, this exciting project began in February 2008, and as a result of the overwhelmingly positive feedback and success of the pilot programme, ACC Newsstand has been rolled out to the global membership of over 25,000 in-house counsel members. By customising the content according to their needs and business interests, ACC members stay fully briefed on legal developments, both domestic and international, which affect the businesses they represent.

ACC President Frederick Krebs commented: **“ACC Newsstand is another useful, tailored and easily accessible resource that coincides directly with our focus on saving ACC members time, money and effort.”**

As a result of this expansion in subscribers (adding to the already established 180,000+ registered reads each month), Lexology has become a valued marketing and business development tool for many of the leading law firms in the United States and internationally.

Targeted. Cost-Efficient. Unrivalled. Effective. Lexology Does the Work.

Launched in Spring 2007, Lexology has rapidly built a unique subscriber base of over 70,000 lawyers. Subscribers, who include senior corporate counsel from the Fortune 500, FT Global 500 and FT Euro 500 companies, have already generated over 3 million individual article reads. Some 60% of Lexology subscribers are in-house corporate counsel. Get your firm name, and industry-specific expertise, in front of senior executives and corporate counsel....*Let Lexology Do the Work.*

For further information on ACC Newsstand and to find out how to include content from your firm's client alerts, articles, blogs, webinars, etc in the daily newsfeeds, please contact Andrew Teague on +44 20 7234 0606 or at ateague@lexology.com.

“The new ACC Newsstand is one of the best e-resources that I have encountered in 21 years of practising employment law. The information is timely, helpful and easy to navigate. Thank you for offering it and please continue it indefinitely!!”

Philip I Weis
Senior Corporate Counsel
Pfizer Inc

“Lexology's reporting tool gives us insight into the interests of our existing and possible future clients, which provides the necessary ROI. The ACC membership tie-in ensures that our firm publications are seen by key decision-makers on a timely basis and in a convenient format.”

Diana Lawrence
National Director of Marketing
Stikeman Elliott LLP

What they say

"The articles appearing in the Lexology newsfeeds are relevant to my field of practice. They are very well covered and include the right amount of detail."

John Corcoran
Director, Legal Services
Cisco Systems, Inc

"The Lexology newsfeeds are timely and often directly on point with respect to issues that I confront in my practice and with respect to the businesses that I counsel. The articles are typically of high calibre and from high-calibre authors who provide sufficiently succinct articles so that one can learn much about new developments in a short amount of time. I like Lexology and find it useful."

Harvey Belkin
Deputy General Counsel
Praxair, Inc

"I find the newsfeeds to be extremely helpful and relevant to my practice area and to the issues facing my company. As I am extremely happy with the newsfeed (it is one of the best I receive) I have no suggestions at this time for improvement."

Brenda P Fuller
Assistant General Counsel
Sodexo, Inc

"The Lexology newsfeeds are excellent. At times I am overwhelmed with e-newsletters from different sources on many different substantive legal topics, but I always make sure to at least scan every Lexology feed."

Jeff Smith
Deputy Group Counsel
Affiliated Computer Services, Inc

"Lexology is a useful and informative tool. I keep copies of relevant articles and often forward them to colleagues. Although I do not know all of the authors/firms, by reading their articles I do gain an understanding of their appreciation of a topic, and should the need arise I would not hesitate to contact them on those topics."

Don Sangster
Legal Department Administrator
Jovian Capital Corporation



Newsstand

What you say

"Bricker & Eckler LLP has been a contributor to Lexology for the last few months. Through the on-line stats package we have access to 24/7, it is clear to see the senior level and good numbers of corporate counsel and referrers of work at law firms that are accessing our content. This firm spends a lot of time and money producing client alerts and Lexology works well in delivering our content cost effectively, and thereby marketing our expertise to existing and future clients."

Jill Rako
Practice Development Administrator,
Media Relations & Communications
Bricker & Eckler LLP

"Lexology is an effective way for us to get our legal updates directly to the in-house audience we want to reach. The reports showing which companies are reading our alerts have been well-received by our attorneys. And we've also had some additional contacts from the media because of our Lexology exposure."

Jaymie Bell
Chief Marketing Officer
Jackson Walker LLP

"Our practice group Marketing Managers have found the Lexology service to be very useful in their business development efforts. Not only does it provide a significantly broader-and most importantly, "qualified"-audience for their group's newsletters and client alerts, the online stats allow them to know exactly what topics are of greatest interest to those subscribers. Utilizing this information, they can work with the attorneys leading the groups to focus outreach efforts, and even target specific organizations."

Christine Gill
Communications Manager
Baker & Hostetler LLP

"Signing on as a contributor to Lexology was a no-brainer. We're able to double and often quadruple our potential readership for the 15-20 alerts we send out per month, and Lexology's reporting tool allows me to gauge what types of information our clients and potential clients are most interested in."

Valerie Hamilton
Practice Group/Business Development Liaison
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

