

FOR IMMEDIATE RELEASE

**SMITH & SUITA, INC. UNIQUE APPROACH WINS *PR NEWS* MAGAZINE AWARD
FOR LEGAL PR ACHIEVEMENT**
***Local PR and Marketing firm recognized for excellence in overall media coverage and
selected legal feature***

GROTON, MA, Oct. 13, 2004 – Smith & Suita Inc. today announced that it has been recognized by *PR News*, receiving excellence awards in two categories of the publication's first annual Legal PR Awards program – one for overall excellence in media coverage and the second for outstanding legal feature.

A blue-chip panel of experts from the legal and PR judged the entrants on strategy, creativity, execution and return on investment.

Smith & Suita Inc. is a six-year old firm providing public relations, marketing services and investor relations support to a variety of clients including those in high technology, manufacturing, legal services and community organizations among others.

The award recognized Smith & Suita's achievement in increasing the visibility of its client, Lowrie, Lando & Anastasi LLP, a Cambridge, Mass-based intellectual property law firm, at the time of its launch.

Breaking from standard tactics, Smith & Suita promoted the underlying philosophy and practices of the new firm by contrasting its approach versus commonly-found practices in a 1999 Boston Bar Association report called "Facing the Grail: Confronting the Cost of Work-Family Imbalance". The report concluded that an attorney's inability to balance family time with work time – a situation created by other law firms with a competitive environment and an infrastructure requiring a high amount of billable hours - adversely affects the quality of work. Lowrie, Lando & Anastasi LLP implemented a different structure with a minimum of fewer billable hours per year and more latitude on non-billable hours.

The new law firm's approach prompted a lead story in the *Boston Globe* business section that investigated the standard high billing hours of legal associates throughout the nation as well as the lead story in a special issue of *The National Law Journal* that investigated the work/life balance plus extensive coverage in other legal and business journals.

"We're honored to be recognized by *PR News* particularly in this category," said Paula Levis Suita, founding partner at Smith & Suita. "Over the years we've found that the approach we take – that of a journalist plus business person - helps propel our client's industry-specific story to a larger audience and connects their activities to broad social issues and trends. It's this non-niche approach that has helped our clients gain significant visibility and for which *PR News* graciously recognized us."

Smith & Suita Inc. applies objective business standards and expertise in public relations, investor relations and marketing services to solving marketing problems for its high technology clients. It has been helping private and publicly held companies since 1998 focus their strategic efforts and execute projects that increase their sales, visibility, market acceptance and customer loyalty. The company is headquartered in Groton, Mass., and can be reached at info@smithandsuita.com or 978-448-5349.

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