

# We understand law is changing,

# and we're changing with it.

**We're proud to announce  
that effective June 15, 2011  
Pitblado LLP will be introducing its  
new Brand to the marketplace.**

We've spent the last few months speaking with our clients and with our people to understand what makes us different.

As a result of this process, the new Pitblado Law positioning has been developed to better reflect the Firm's style and personality, and to help us communicate the programs and services that are available to our clients.

**We are doing this because we understand that  
the business we do has been built on the way  
we do business.**

**Find a lawyer that's right for you.**

**Pitblado**<sup>LAW</sup>  
We understand

As part of the Brand Launch, we're pleased to also announce the introduction of a variety of new programs all designed to provide additional services to our clients.

The first of these new programs include:

- **Our PitU Learning Centre** which will include a wide array of information and programs including:
  - ✓ **Pitblado Whiteboard Sessions** – a weekly video blog from Pitblado lawyers on key legal issues
  - ✓ **Raising the Bar** – Pitblado Law's new community support program
  - ✓ **Associate Marketing Program (AMP)** – a business training module for associates
- **Our Law On-Line client products (LOL)** will be updated on a monthly basis including:
  - ✓ **BizSTART** – our micro-site that provides relevant information to individuals interested in starting a business
  - ✓ **Corporate Legal Audit** – an overview of the processes required to conduct an internal audit of your company
  - ✓ **Workers Compensation Toolkit** – a guide to assessing your risk

The complete menu of products and services can be found at our new website  
[www.pitblado.com](http://www.pitblado.com)

*New look.  
New programs.  
Same great  
client service!*

**PitU**

**Raising the BAR**

**A.M.P.**  
Associate Marketing Program

**LQL**  
Law On-Line

**BizSTART**