



PALLADIUM DEVELOPS NEW APPROACH TO CORPORATE LEGAL SERVICES

7/11/07

ATLANTA, GA, 7/11/07: Palladium Legal Services is a non-traditional legal services firm with a unique business model. The company specializes in providing part-time general counsel services to those businesses who don't have an in-house lawyer employee. Palladium is not a temp agency. The Palladium model is unique because it places experienced corporate attorneys in the role of in-house counsel for small or mid-sized companies. A typical Palladium client would have revenues of less than \$100 million.

Also unique to the Palladium model is the utilization of a pro-active legal strategy that plays a vital role in all business decisions. Traditionally, corporate attorneys are focused only on risk and liabilities. Palladium looks for opportunities that will actually enhance a company's profitability. It's a go-that-extra-mile approach that calls for an in-depth involvement and understanding of the company's business strategy and marketing goals that more traditional firms are not able to offer— at least, not at these prices, thanks to the attorney's part-time status.

Company founder, attorney and President Dawn Ely brings with her a depth and breadth of legal expertise that is enviable. She developed the Palladium model for the express purpose of providing smaller companies with the same level of expertise that major corporations have enjoyed for years. After counseling firms in the health-care, technology and corporate world for more than a decade, Attorney Dawn Ely founded Palladium to help all companies realize the benefit of an in-house business lawyer

~ more ~

www.palladiumlegal.com

Phone: 404.347.0999 ■ Fax: 866.360.7228/1170 ■ Peach Street, N.E. Suite 1200, Atlanta, GA 30309



PALLADIUM DEVELOPS NEW APPROACH TO CORPORATE LEGAL SERVICES

**7/11/07
CONTINUED...**

“All companies should have the best legal and business services, just like the large corporations have,” said Ely. “Regulation, licensing, quality standards...these are time-consuming procedures. Only by being a part of the team and sitting at meetings can the counsel really see how the company operates, see the business objectives and see how legal compliance can be intertwined with the business operations more efficiently and effectively without unnecessarily hampering the business operations,” Ely explained. Ely believes in a hands-on, ongoing partnership with a business to excel performance. “That way,” she explained, “we don’t just solve liabilities. We create possibilities.”

Indeed, Ely combines her expert skills in business and law to create holistic service. Yet, she adds another, often overlooked dimension to make it perfect: partnership. Palladium grew as Ely’s dreams and plans coalesced. Throughout her vast career in health-care and technology, she has noticed the benefits an in-house counsel can bring to all businesses – not just the mega corporations.

Partly inspired by the outsourcing options for part-time Chief Financial Officer in the financial industry, Ely started forming her business idea. “I have always wanted to have my own business,” Ely said. “I saw a need - a huge gap, really - in the marketplace and wanted to fill it because that’s where my passion lies. That’s my area of expertise.

~ more ~

www.palladiumlegal.com

Phone: 404.347.0999 ■ Fax: 866.360.7228/1170 ■ Peach Street, N.E. Suite 1200, Atlanta, GA 30309



PALLADIUM DEVELOPS NEW APPROACH TO CORPORATE LEGAL SERVICES

7/11/07

CONTINUED...

She moved from South Carolina to Atlanta in April 2005, without having any business connections or office infrastructure, only because she found out that Atlanta was ranked 5th in the country for small- to mid-sized health care companies. It turned out to be a smart move. After only two short months since her arrival, she was already working and by January 2006, she was retained for a large acquisition deal with an international medical device company. Success followed success. Ely's reputation grew, and she has been helping local businesses since then.

For a free initial consultation, contact Pamela Rogan at 678.228.7638 or email at pamela.rogan@palladiumlegal.com. Visit www.palladiumlegal.com for more information on our unique model.

-End-