

June 22, 2012

William R. MacDonald Joins Olshan

NEW YORK, June 22, 2012 -- Olshan today announced that William R. MacDonald has joined the firm as a partner in the Advertising, Marketing & Promotions group.

Mr. MacDonald, who comes to Olshan from Dewey & LeBoeuf LLP, has 15 years' experience focused on information technology and intellectual property transactions, advertising, marketing and licensing. He is also a Certified Information Privacy Professional. Prior to Dewey & LeBoeuf, he was General Counsel at Euro RSCG Life Worldwide, the major pharmaceutical advertising agency. Earlier, Mr. MacDonald was with Davis & Gilbert LLP in the Advertising, Marketing & Promotions department.

"We are extremely pleased to have Bill join us," said Olshan Partner, Robert L. Frome. "His unique set of legal talents and skills along with his broad experience make him an excellent fit for our Advertising, Marketing & Promotions group. Bill gives us added depth on privacy issues and he will help spearhead our effort to extend our corporate transactional expertise into the advertising space."

Olshan's Advertising, Marketing & Promotions group's attorneys are nationally recognized for their experience and effectiveness in advertising, sweepstakes, regulatory, and competitor matters. Clients rely on our Advertising, Marketing & Promotions group for innovative and proactive legal advice that allows them to market effectively.

About Olshan

Olshan, a law firm based in New York, represents major businesses and entrepreneurs for their most significant transactions, problems and opportunities. Olshan's clients range from public companies, hedge, venture capital, private equity and other investment funds to entrepreneurs and private companies worldwide. Clients choose Olshan for innovative strategies and sophisticated, game-changing advice in corporate, securities law and shareholder activism, advertising, complex commercial, corporate and securities litigation, bankruptcy and creditors' rights, real estate, and intellectual property. Since its founding, Olshan has offered an alternative to the AmLaw 50 law firm business model with responsive, independent and client-focused legal counsel provided by the firm's senior lawyers. www.olshanlaw.com. The National Law Journal recently designated Olshan as one of the top 20 midsize law firms in the U.S. on NLJ's 2012 *Midsized Hot List*.

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