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FOR IMMEDIATE RELEASE.

Bodman Recognized by BTI Consulting Group as one of the Brand Elite 2016

DETROIT, MI, April 4, 2016 – The highly-regarded BTI Consulting Group has named Bodman PLC in its recently released BTI Brand Elite 2016: Client Perceptions of the Best Branded Law Firms.

To compile the BTI Brand Elite 2016, BTI performed in-depth research interviews with more than 639 corporate counsel and legal decision makers at organizations with more than \$1 billion in annual revenue. In the interviews, BTI asks for top-of-mind identification of law firms excelling in nine different factors considered by corporate counsel when hiring a law firm. The factors include client recommendations, bet-the-company legal talent, tech-savviness, value provided, and client service strategy, among others. Each of the factors has been demonstrated to improve a law firm's brand and position in the marketplace.

The BTI Brand Elite 2016 is unique in that no attorney or firm influences the list; rankings are based on unprompted recognition from corporate counsel. Bodman is one of 400 firms nationally to be named to the BTI Brand Elite.

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