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GREENBERG GROSS LLP HIRES FIVE HIGHLY COVETED ASSOCIATES AND PAYS CRAVATH-SCALE SALARIES

- Six high-stakes trials are scheduled for 2014
- Lavelly & Singer lawyer hired after work on Farrah Fawcett portrait trial
- Top associate leaves Knobbe Martens to join firm
- Two top UCI Law grads hired on recommendation of Dean Erwin Chemerinsky
- Columnist Frank Mickadeit leaving OC Register to join firm

COSTA MESA (December 26, 2013) – Costa Mesa law firm Greenberg Gross LLP, launched in April 2013 by two Greenberg Traurig LLP shareholders who grabbed national headlines for a \$50 million jury verdict, announced the hiring of five highly coveted associates, each of whom will be paid at or above the associate compensation scale established by Cravath Swaine & Moore LLP. The firm, which specializes in high-stakes business litigation, won two significant trials in 2013, and already is scheduled to try six additional large-scale trials in 2014.

Alan Greenberg, the firm's managing partner, said that the firm's immense workload necessitated a bold move to capture the legal market's best talent: "Our expanding client base deserves the best and brightest legal talent; we are more than happy to pay top-of-the-market compensation to ensure that we continue providing world-class legal service in every case."

The most senior member of the new associates is Daniel R. Gutenplan, a sixth-year associate, who joins the firm from Lavelly & Singer PC. Gutenplan most recently was on the trial team that successfully represented Ryan O'Neal in a dispute over an Andy Warhol portrait of Farrah Fawcett. A Southern California Super Lawyers "Rising Star" in Entertainment from 2011 through 2013, Gutenplan graduated from UCLA Law School in 2008, where he was a recipient of the Dean's Merit Scholarship and served on the UCLA Entertainment Law Review.

The firm additionally hired Jesse K. Bolling, a second-year associate who joined the firm from Knobbe Martens. Bolling graduated from UCLA Law School in 2012, where he was a Merit Scholar and Paul Miller Scholarship recipient. He recently was elected to serve as Chair of the Orange County Bar Association's Young Lawyer's Division in 2015.

The firm also hired two top 2013 graduates of UC Irvine Law School, Leanna C. Costantini and Adam M. Sechooler, on the personal recommendation of Dean Erwin Chemerinsky. Costantini served as a Lead Article Editor and Senior Editor for the UC Irvine Law Review, earning Senior Editor of the Year recognition in 2013. Sechooler, who graduated *magna cum laude*, also served as a Lead Article Editor and Production Editor for the UC Irvine Law Review.

The firm also announced the hiring of Frank Mickadeit, a 2013 graduate of Chapman Law School who, since 2004, has served as a widely-followed news columnist for the Orange County Register. Mickadeit's column has included gavel-to-gavel reportage and analysis of numerous major criminal and civil trials in Southern California. His columns have been nominated by his newspaper for the Pulitzer Prize on three separate occasions, most recently in 2012.

With the addition of the five associates, Greenberg Gross now has attained a complement of ten lawyers within the firm's first ten months. Alan Greenberg explained the firm's plans for future growth as follows: "We have no desire to be the largest law firm measured by number of offices or lawyers. We simply desire to be the firm of choice for plaintiffs and defendants in their most significant and challenging business cases."

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