

Corboy & Demetrio's New Advertising Policy

July 2010

For many years this firm has paid a great deal of money to periodicals such as *Chicago* magazine to be included in their "Best of" editions. We will no longer be doing so. This is true even though we know some of our competitors - all fine firms - will continue to do so.

These saved advertising dollars will instead be utilized for our already significant philanthropic endeavors. For example, our lawyers and staff recently donated over \$100,000 to rebuild a devastated orphanage/school in Haiti. Spending funds in this and similar fashions is much more satisfying to us than paying for exposure.

We also realize that our best advertising for the public and our referring attorneys is our continued success which we will always strive to achieve.