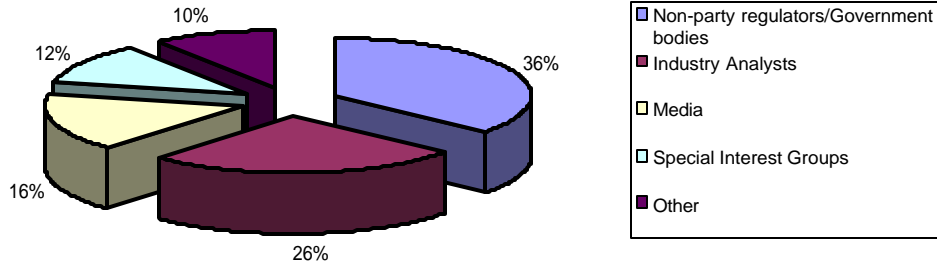
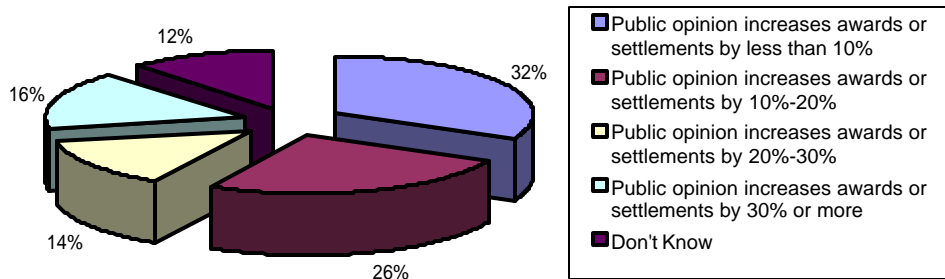


The following questions assume high profile or high stakes corporate litigation and the best interests of a corporation from the perspective of corporate

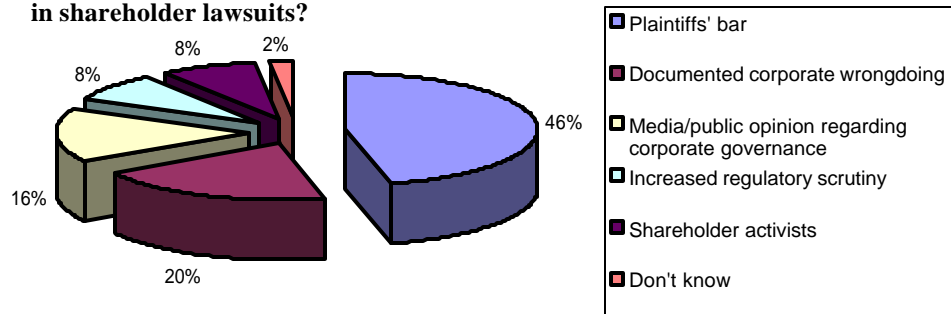
**When you are engaged in high profile or high stakes litigation which of the following groups concerns you the MOST?**



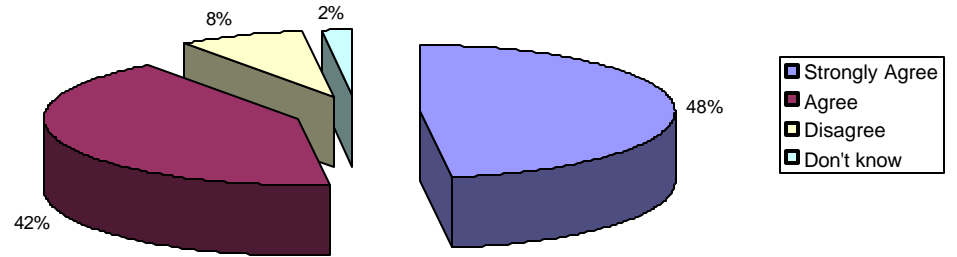
**Which of the following statements most accurately describes the impact of public opinion on dollar amounts in damage awards or settlements in high profile or high stakes corporate litigation?**



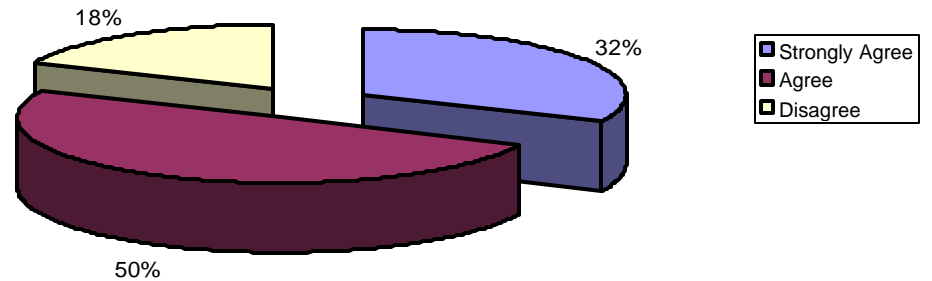
**In your opinion, which of the following contributes MOST to the continuing growth in shareholder lawsuits?**



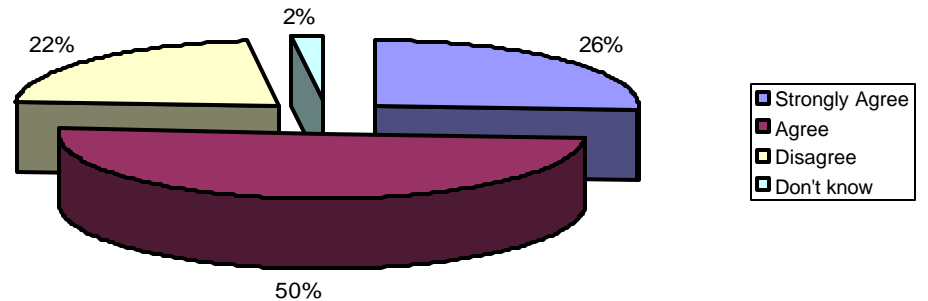
**Engaging in a strategy that helps protect our corporate reputation in the court of public opinion is a priority for me.**



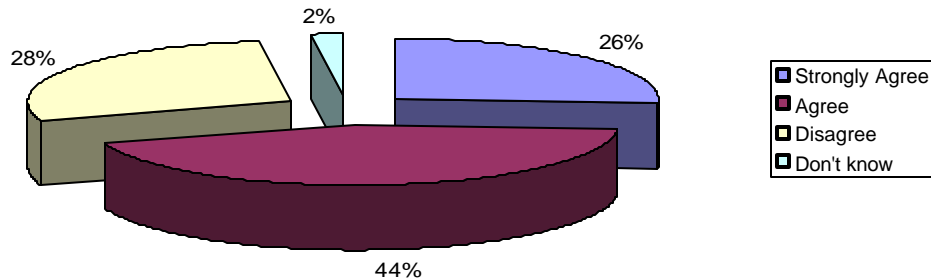
**Corporations are "guilty until proven innocent" in today's regulatory and litigation environment.**



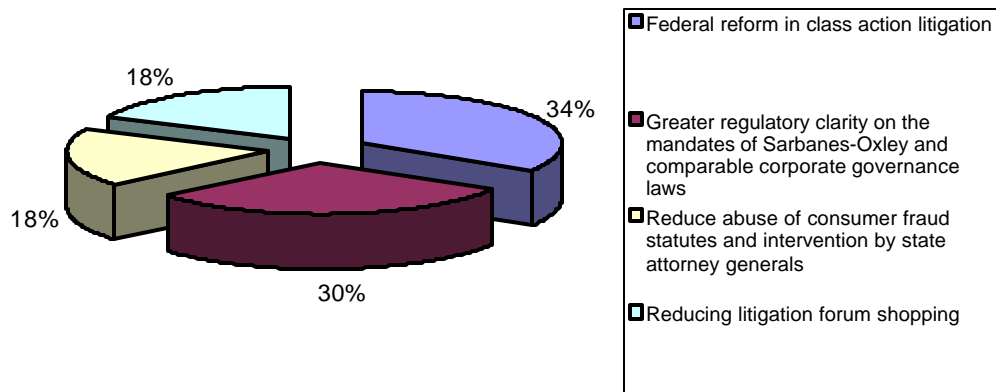
**Media coverage of alleged corporate wrongdoing over the last five years has made it substantially harder for corporations to secure a fair and impartial jury.**



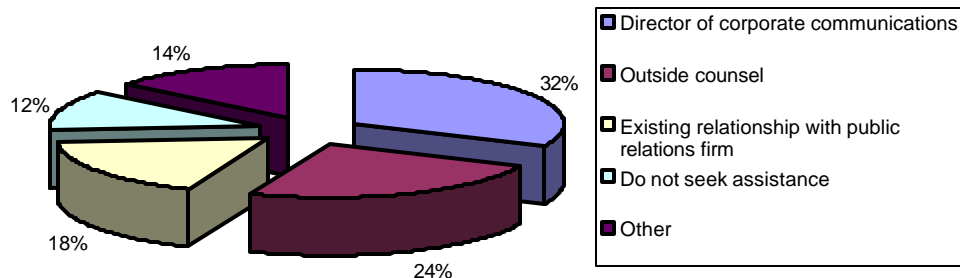
The intense media, regulatory, and litigation scrutiny of alleged corporate wrongdoing over the last three years has helped to improve and clarify the internal standards of ethics and corporate behavior at my company.



Which of the following is most important to you?



In seeking strategic communications or public relations counsel in the context of high profile litigation, which of the following do you MOST rely upon for assistance?



## Litigation Services

How a company involved in litigation fares in the court of public opinion can directly impact settlement amounts, jury and regulatory decisions and even its ability to achieve larger business objectives. Based on this understanding, Hill & Knowlton partners with our clients to develop a communications strategy to enhance the legal environment by balancing or neutralizing public opinion.

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