

# Dentons once again named a leading legal brand in Canada

April 11, 2016

**Canada** —Dentons is honored to be recognized once again as a top 10 leading law firm brand in Canada in Acritas' recently released Canadian Law Firm Brand Index 2016. Acritas measures the feedback and preferences of our clients and other key consumers of legal services in Canada and around the world.

As a result of Acritas' extensive client interviews with business leaders in Canada and around the world, Dentons is also recognized as:

- A top 10 firm in Canada for top-level litigation and top-level M&A;
- A top 10 firm in Canada, once again, for high-value work; and
- A top five firm for high-value inbound work to Canada.

“We are honored that our Canadian and international clients have once again ranked us so highly and that their feedback has been increasingly positive and complimentary over recent years,” said Chris Pinnington, Dentons' Canada Chief Executive Officer. “Every aspect of our vision and strategy at Dentons is client-focused, and this feedback verifies that our creative approach to legal services, along with our team's talent and skills, are meeting client needs at a local, national and global level.”

Dentons is celebrating its third anniversary as a global firm this month. In Canada, with roots reaching as far back as 1839 in Toronto and 1888 in Edmonton, Dentons has an established history in six key economic centers – Montréal, Ottawa, Toronto, Edmonton, Calgary and Vancouver – where the Firm is truly “in and of the community.” The Dentons team is proud to act for our broad range of clients, who range from industry icons to startups and include both Canadian businesses with local, national and global business activity, and international clients with Canada-based activity and interests.

“At Dentons, we pay close attention to Acritas because their reports reflect the feedback and preferences of our clients, which is the commentary that matters the most” said Elliott Portnoy, Dentons' Global Chief Executive Officer. “These positive rankings verify that our client-focused vision and services are providing the benefits, value and opportunities our clients need and expect, wherever they do business.”

“Dentons is challenging the status quo in legal services on behalf of our clients and the Acritas survey results prove our approach is resonating,” said Joe Andrew, Dentons' Global Chairman. “It is clear our innovative approach is highly valued by clients, as well as our robust global platform combined with an ‘in and of the community’ presence and on-the-ground experience in all our regions.”

Acritas' independent, client-driven index measures law firm brands most favored by top companies in Canada and internationally. Interviews were conducted in the Canadian provinces of Ontario, Alberta, Québec and British Columbia across all industry sectors including finance, energy and corporate and public entities, and with approximately half of

the organizations at \$50 million to \$1 billion in revenue and half at over \$1 billion in revenue. In addition to working with Canadian respondents, Acritas surveyed general counsel from international organizations with legal needs in Canada.

## About Dentons

Dentons is the world's largest law firm, delivering quality and value to clients around the globe. Dentons is a leader on the Acritas Global Elite Brand Index, a BTI Client Service 30 Award winner and recognized by prominent business and legal publications for its innovations in client service, including founding Nextlaw Labs and the Nextlaw Referral Network. Dentons' polycentric approach and world-class talent challenge the status quo to advance client interests in the communities in which we live and work. [www.dentons.com](http://www.dentons.com).

## Media contact

### **Neetisha Seenundun**

Communications Manager,

Toronto

D +1 416 863 4682

[neetisha.seenundun@dentons.com](mailto:neetisha.seenundun@dentons.com)