

# Dentons Wins Best Performing Legal Brand at the MPF Awards 2016

March 10, 2016

Dentons has won the Best Performing Legal Brand category at the Managing Partners' Forum (MPF) Awards 2016, which honor exceptional achievement in the management of professional firms. The Best Performing Legal Brand award is based on the views of senior decision-makers at clients with revenues of at least \$1billion, as included in the Acritas Sharplegal Global Elite Brand Index.



"The MPF Awards showcase excellence achieved within the profession measured against clients' perceptions of the key priorities for management," said Joe Andrew, Dentons Global Chair. "We have worked to build something for our clients that is completely unique in the marketplace—the world's only global polycentric firm that is truly local everywhere our clients want to do business or resolve a dispute—and we are delighted to be recognized in this way."

Elliott Portnoy, Dentons Global CEO, added, "The feedback and recognition that matters most to us is what comes directly from our clients, and this award recognizes that our vision of providing clients with seamless service and global presence combined with local on-the-ground knowledge is delivering what clients need and differentiating us in a competitive legal services landscape."

Dentons advanced three places to number 14 in the 2015 Acritas Global Elite Law Firm Brand Index, an annual global survey of over 2,300 general counsel ranking brand equity in the legal profession. Acritas also named Dentons a "firm to watch" due to its performance as one of the Firms with the most significant positive movement on the Index last year.

## About Dentons

Dentons is the world's first polycentric global law firm. A top 20 firm on the Acritas 2015 Global Elite Brand Index, the Firm is committed to challenging the status quo in delivering consistent and uncompromising quality and value in new and inventive ways. Driven to provide clients a competitive edge, and connected to the communities where its clients want to do business, Dentons knows that understanding local cultures is crucial to successfully completing a deal, resolving a dispute or solving a business challenge. Now the world's largest law firm, Dentons' global team builds agile, tailored solutions to meet the local, national and global needs of private and public clients of any size in more than 125 locations serving 50-plus countries. [www.dentons.com](http://www.dentons.com).