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**Joi Scardo of Bradley Arant Boult Cummings Named a  
2012 “Top Private Company Marketing Executive” by ExecuRank**

**BIRMINGHAM, Ala. (Dec. 5, 2012)** – Bradley Arant Boult Cummings LLP is pleased to announce that the firm’s Director of Marketing, Joi Scardo, has been named a 2012 ExecuRank “Top Private Company Marketing Executive.” ExecuRank is the most widely used, quoted and referenced provider of executive-level rankings in the United States.

Ms. Scardo is one of 200 senior U.S. marketing executives on this year’s exclusive list, which ExecuRank notes singles out “the best of the best in marketing management and leadership for 2012.” There are more than 50,000 senior marketing professionals in the country. ExecuRank assesses executives in 24 different categories, and draws on the insights and feedback from evaluation committees featuring some of the world’s most renowned business leaders. The ranking serves as an objective standard for executive performance and is designed to produce results that act as leading indicators for future executive and team performance. It places a premium on experience, but also on innovative engagement strategies that break through the clutter and yield a substantial return on investment.

“This is an impressive achievement, and we congratulate Joi on this much-deserved recognition,” said Firm Chairman Beau Grenier. “Joi is an asset to our firm, and we are thrilled to see her take her rightful place on this list.”

“I see, first hand, the innovative initiatives Joi implements to keep our firm ever-present in the minds of our clients and prospects,” said Paul Bolus, Chair of the firm’s Marketing Committee. “It only makes sense to see her approach to law firm marketing singled out in such a prestigious way.”

Ms. Scardo has more than 20 years of experience in marketing and business development, particularly for law firms and professional services companies. She holds a B.S. in business from the University of Virginia.

### **About Bradley Arant Boult Cummings LLP**

Tracing its roots to 1871, Bradley Arant Boult Cummings LLP has more than 440 attorneys in seven offices and is one of the largest law firms in the Southeast. The firm maintains offices in Birmingham, Huntsville, and Montgomery, Alabama; Jackson, Mississippi; Charlotte, North Carolina; Nashville, Tennessee; and Washington, D.C.

The firm's lawyers serve clients locally, regionally, nationally, and internationally, and provide services across a wide range of industries, including accounting, automotive, banking and finance, biotechnology, life sciences, construction, economic development, education, emerging business, energy, entertainment, equipment leasing, forest products, government contracts, health care, hospitality, insurance, life sciences, manufacturing, materials and aggregate production, media and communications, mining, municipal and public finance, oil and gas, pharmaceuticals and medical devices, public utilities, real estate, retail, steel, technology, telecommunications, textiles, transportation, and venture capital.