

Overview of Potomac Law Group, PLLC



Panel Presentation
October 26, 2012

FIRM AT A GLANCE



Model

- New model law firm focused on the cost-effective delivery of high-end legal services to corporate clients
- Launched 18 months ago with 10 attorneys

Attorneys

- 40+ today, drawn from the nation's top firms and in-house departments
- Average tenure of 14 years, with a minimum of 8

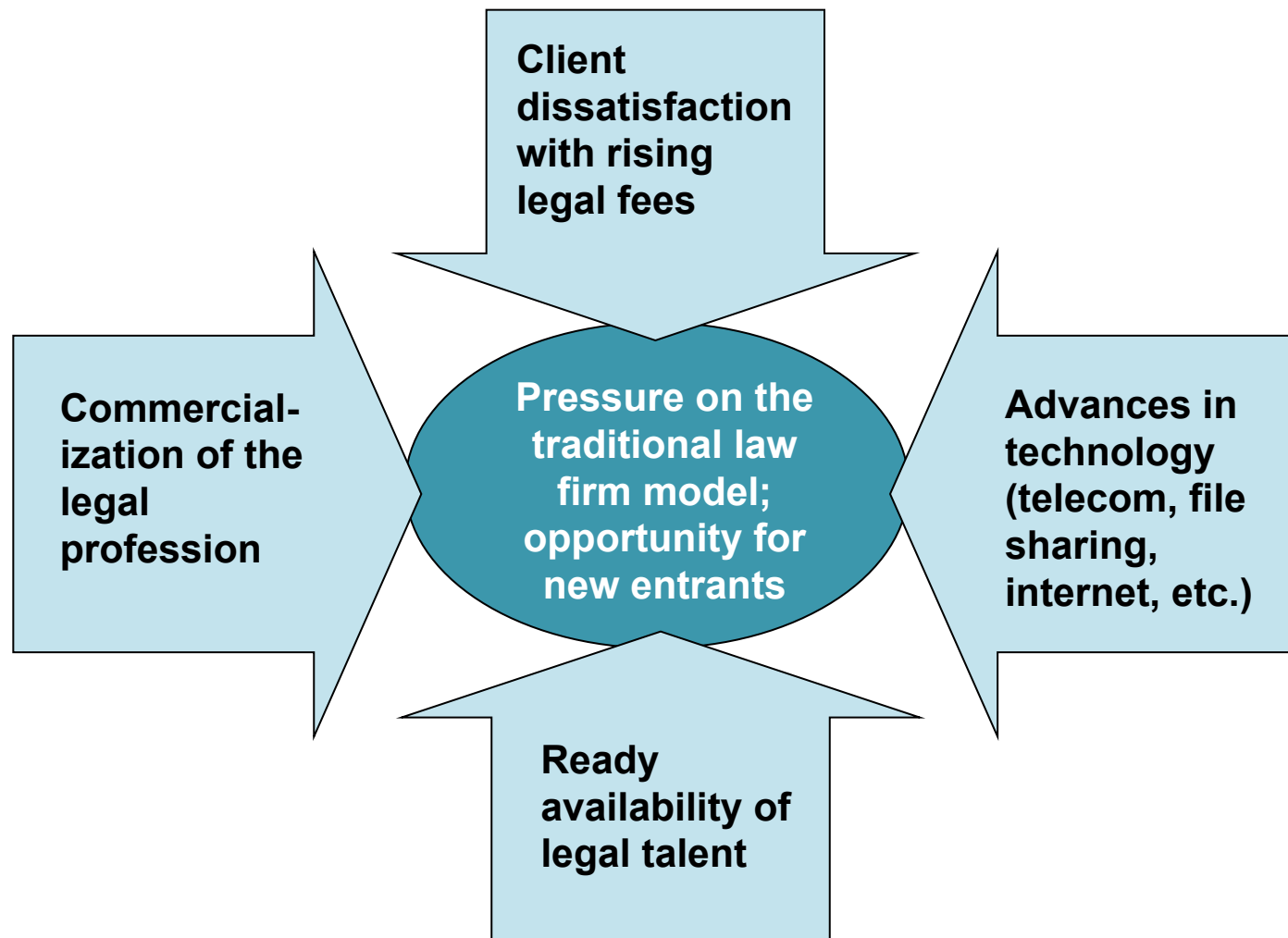
Client base

- Started in March 2011 with 2 small local clients
- Today national base of public and private companies and institutions

Practice areas

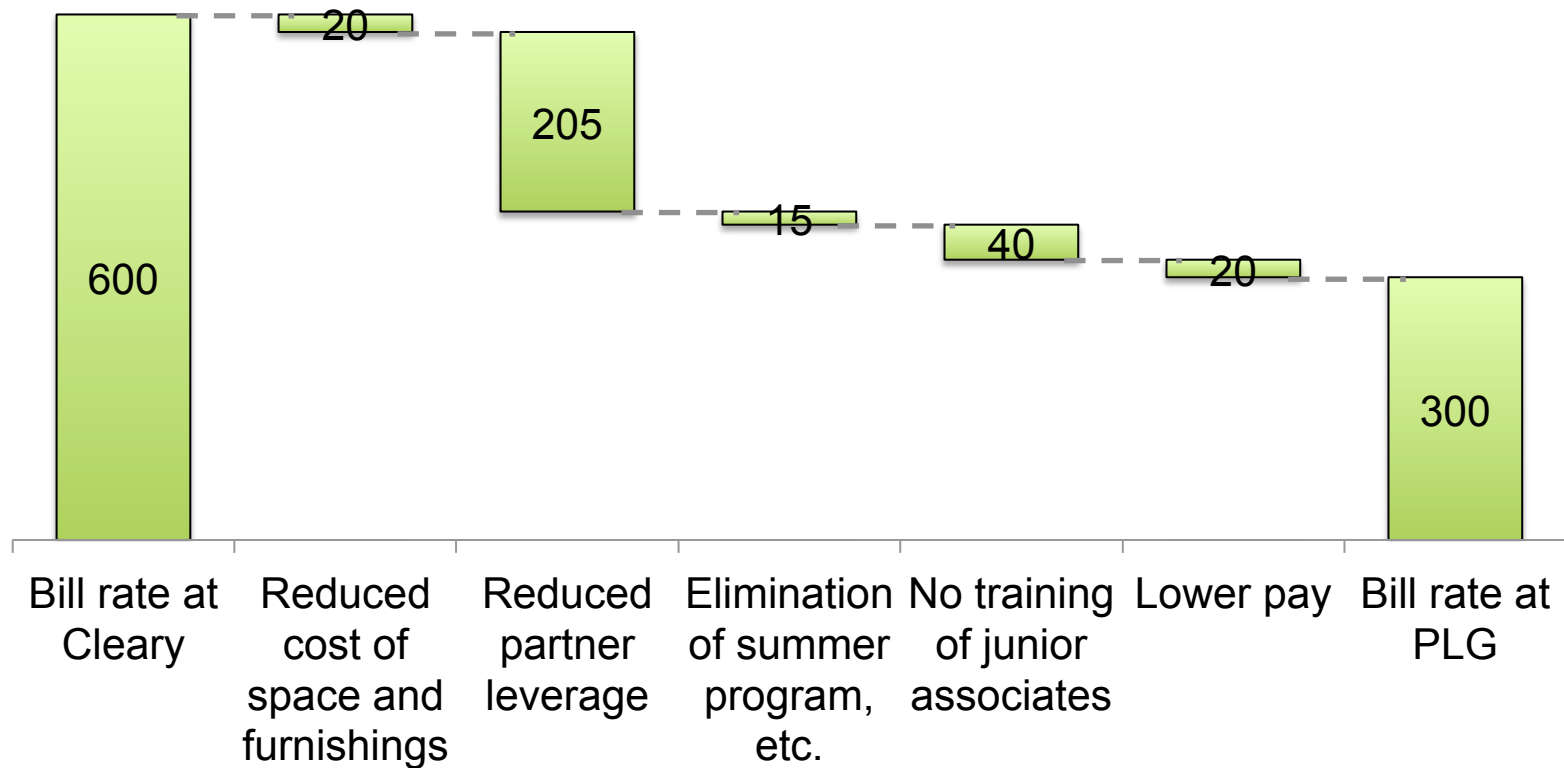
- Full service, with an emphasis on transactional work

FORCES AT WORK IN THE LEGAL INDUSTRY PROVIDE FAVORABLE CONDITIONS FOR NEW DELIVERY MODELS



THE PLG MODEL: EFFICIENT DELIVERY OF LEGAL SERVICES

Example attorney: Elizabeth Burke, formerly 7th year at Cleary Gottlieb
Hourly bill rate (\$)



Note: Figures are in current dollars and are approximate.

WHO COMES TO PLG? COMMON ATTORNEY PROFILES

Big firm refugee

- Enjoys the practice of law, but not the big firm environment

Balance seeker

- Doesn't want to sacrifice outside interests (sometimes substantial) to the practice of law
- Typically interested in heavy part-time work

Semi-retired

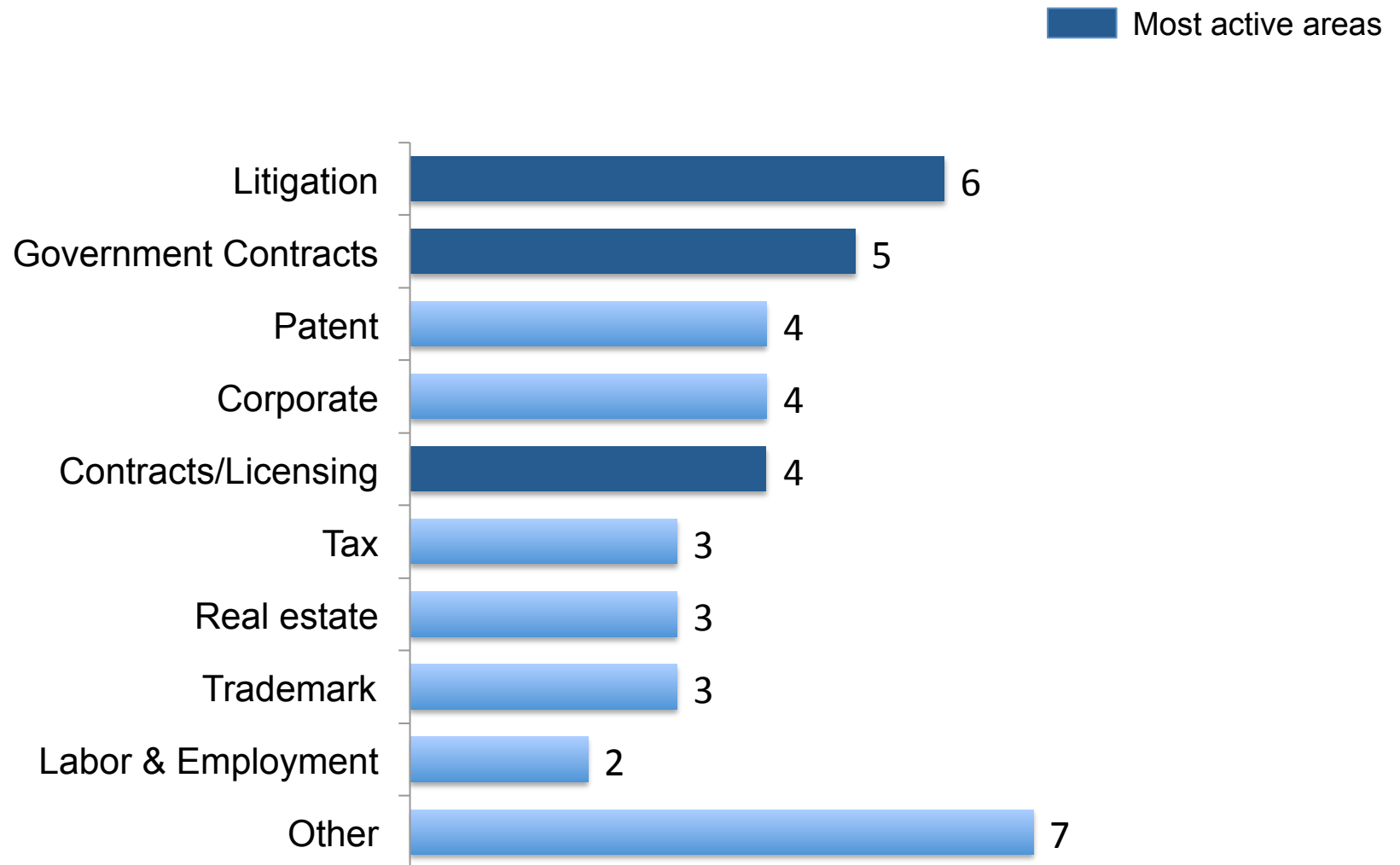
- Typically rose through the ranks at a big firm, went in-house at a high-level, merged out of a job years later

Stay-at-home mom/dad

- Wants to practice 10-20 hours/week, but big firms have trouble accommodating that schedule

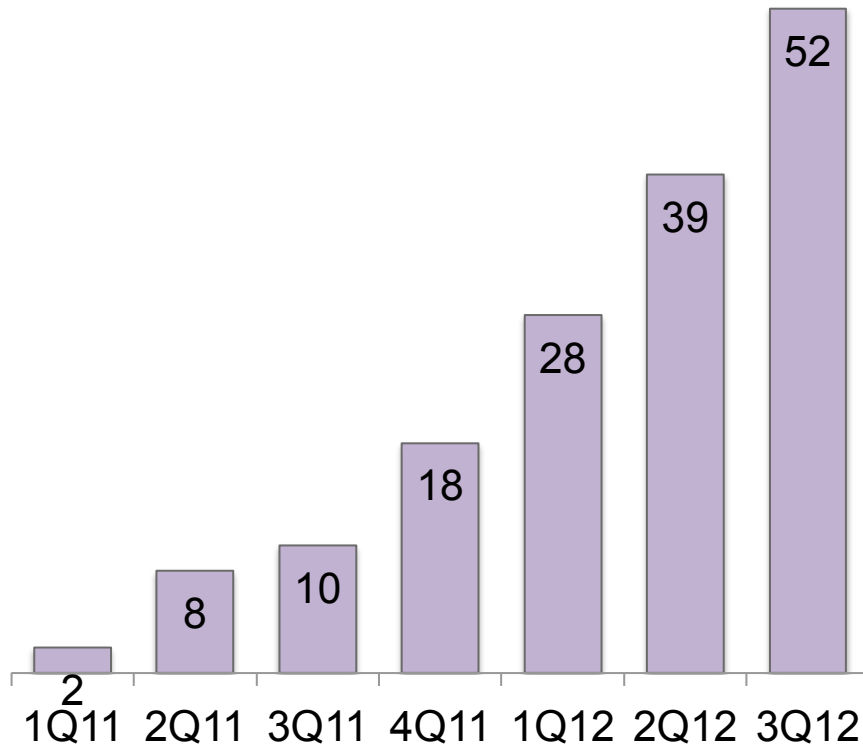
FULL SERVICE OFFERING, WITH A TRANSACTIONAL EMPHASIS

No. attorneys, by subject area



FAVORABLE MARKET RECEPTION SINCE LAUNCH

Firm clients at quarter end



Client segments

Segment	Share of firm billings
Public companies and large institutions	57%
Smaller private companies, start-ups	25%
Other law firms	16%
Individuals	2%