

FOR IMMEDIATE RELEASE**PEARL COHEN ZEDEK LATZER, LLP ANNOUNCES GROWTH OF
ISRAEL-US COMMERCIAL LITIGATION PRACTICE*****Law Firm Handles Commercial Disputes for Israeli Clients in U.S. Federal and State Courts***

Herzeliya, Israel – New York, New York, July 26, 2012- Pearl Cohen Zedek Latzer, LLP today announced the continued growth of its Israel- U.S. commercial dispute resolution and litigation practice, which handles a broad range of commercial and employment matters on behalf of Israeli clients in the United States.

Pearl Cohen Zedek Latzer, LLP is increasingly recognized by Israeli clients as the go-to law firm for handling business disputes and litigation matters in the United States. With the firm's full-service offices in New York City and Boston, Israeli clients benefit from access to PCZL's U.S. litigation team in Israel and the U.S. The New York City office was launched ten years ago and is substantially entrenched in New York employing more than 45 legal professionals.

PCZL litigators represent plaintiffs and defendants in an extensive variety of matters, including breach of contract, shareholder and founder disputes, breach of fiduciary duty, finder's fee disputes, unfair competition, unpaid invoice disputes, trade secret misappropriation matters, non-compete and non-solicitation matters, as well as labor and employment disputes.

The firm's litigators possess a wealth of experience before the federal and state courts throughout the United States at the trial and appellate levels, as well as before the tribunals of various state Departments of Labor. PCZL litigators are also well-versed in arbitration and mediation proceedings pursuant to the rules of the American Arbitration Association.

Zeev Pearl, Managing Partner of the firm, shared the value added proposition for the firm's litigation clients, stating "We understand the Israeli culture and mindset. We understand the dynamics of U.S. litigation, U.S. litigants, and the American approach to dispute resolution. Our litigation attorneys have many years of experience working with Israeli interests and handling commercial litigation matters on behalf of Israeli clients in the U.S."

Mitchell Shelowitz, leader of the Israel-U.S. Commercial Litigation Practice, who is resident in the firm's Herzeliya and New York City offices, explained, "our firm is uniquely positioned to support Israeli clients involved in disputes and litigation in the United States. We meet with our clients in Israel in their time zone and address questions and processes on a real time basis. Most uniquely, the same attorneys that meet with the clients in Israel, appear on their behalf in the U.S. courts -- thus reinforcing the claims and defenses, while eliminating communication breakdowns and inefficiencies. Importantly, our deep experience before U.S. tribunals ensures professional and seasoned representation of our Israeli clients' interests in the United States."

About Pearl Cohen Zedek Latzer

Pearl Cohen Zedek Latzer, LLP ("PCZL") is an international law firm representing innovation-driven companies and their investors, the firm serves clients around the world, from Fortune 500 companies to start-ups. With offices in New York City and Boston, and Herzeliya and Haifa, PCZL is the only law firm having fully integrated offices in the United States and Israel.

PCZL's offices work together seamlessly to provide clients with integrated legal services advising on US and Israeli legal issues, while ensuring that the full resources of the firm are available to each client. PCZL's strength is derived from decades of legal experience and intimate knowledge of the cutting edge technological, legal, and transactional issues facing its clients. This combination of experience and knowledge allows the firm to provide advice that is both sound and innovative.

PCZL's representative litigation experience in the U.S. includes:

- Preparing complaints, answers, defenses and counterclaims,
- Seeking and defending against emergency preliminary relief, such as temporary restraining orders (TRO's) and injunctions
- Seeking and defending against motions to dismiss and motions for summary judgment
- Issues related to service of process under the Hague Convention on Service Abroad
- Issuing subpoenas, deposition notices, and document demands
- Conducting and defending depositions
- Oral arguments and evidentiary proceedings
- Appeals in state and federal courts
- Negotiating and documenting settlements

For more information about the Israel-U.S. Commercial Litigation Practice, please contact:

Mitchell C. Shelowitz, Partner, Pearl Cohen Zedek Latzer
5 Shenkar Street, Herzelia, Israel • 1500 Broadway, New York, New York 10036
Email: mitchells@pczlaw.com • Israeli Cell: 054-661-1684 • U.S. Cell: +1-917-669-8427