



FOR IMMEDIATE RELEASE

## **SHELOWITZ & ASSOCIATES TO HOST BREAKFAST PROGRAM ON LITIGATION DEFENSE FOR BUSINESS OWNERS AND MANAGERS**

**“Business Litigation 101: Your Business Has Just Been Sued – An Essential Guide to the Critical Realities and Decisions in the First 48 Hours” will be held on October 29th at 8:15 am**

**New York, October 15, 2008-** The business law firm of Shelowitz & Associates PLLC today announced its next breakfast briefing which will address key issues to effectively deal with the stressful and challenging situation of defending a business litigation. This program is part of the SA Business Briefing Breakfast Series<sup>SM</sup>.

The program will provide a step-by-step guide to assist business executives and managers make informed decisions after being served with a lawsuit.

"Litigation invariably results in significant financial, strategic, and personal costs. A company's reactions in the first 48 hours after being served with a lawsuit will determine the impact on the business and the length and expense of the litigation, which is typically a lose-lose proposition," said Mitchell C. Shelowitz, Managing Member of Shelowitz & Associates, PLLC. "Our program will take business executives through the critical decisions they must make under these circumstances and help them to mitigate the costs and interruption caused by prolonged litigation," he continued.

**“Business Litigation 101: Your Business Has Just Been Sued – An Essential Guide to the Critical Realities and Decisions in the First 48 Hours”** will be held on Wednesday, October 29th at the offices of Shelowitz & Associates PLLC, 11 Penn Plaza, 16th Floor (7th Avenue between 31st and 32nd Streets). This program is co-sponsored by The Danish American Chamber of Commerce New York, the Remington Business Group, and PARADOCS.

### About Shelowitz & Associates

Shelowitz & Associates is a business law firm with extensive experience representing both companies and individuals in the U.S. and abroad, in all phases of the business lifecycle — from start up companies with no revenue to companies with millions in revenue. Shelowitz & Associates has a focused expertise in the representation of corporations involved in the technology, telecommunications, Internet, software, venture capital, entertainment and hospitality, consumer brands, and food and beverage industries.

Located in Manhattan, the firm distinguishes itself by providing personalized attention with a business approach that is tailored to the needs of its clientele.

### About the SA Business Briefing Breakfast Series<sup>SM</sup>

The SA Business Briefing Breakfast Series<sup>SM</sup> addresses critical issues to assist business owners, executives, and managers handle high risk situations that arise without warning in their day-to-day business operations. The goal of this series is to provide businesses across industries with tools to



promptly identify and contain such risks using defensive, cost-effective, and practical strategies to minimize liability and related expenses.

To RSVP and obtain more information about this series please contact:

Aviv Noked, Director of Business Development, at (646) 839-4626, [anoked@salaws.com](mailto:anoked@salaws.com)

Shelowitz & Associates also hosts the following programs:

- **The SA Special Event Series<sup>SM</sup>**: An industry-focused program series to assist business owners, executives, and managers deal with critical events in the lifecycles of their businesses. This Series leverages the firm's relationships with key industry leaders and deep industry-focused experience to offer practical, hands-on lessons that can be immediately put into practice to successfully manage the unfamiliar territory of such lifecycle events, including launching a new business, sale of a business, strategic partnerships and joint ventures, technology licensing and transfers, venture capital investments, national and international expansion, and more.
- **Moving at the Speed of Business<sup>TM</sup>**: A concept newsletter which provides usable information and news on key legal and business topics for business owners, executives, and entrepreneurs.

For additional information about the firm, please contact Mitchell C. Shelowitz, at (646) 839-4621, [mshelowitz@salaws.com](mailto:mshelowitz@salaws.com) and visit the firm's website at [www.salaws.com](http://www.salaws.com).

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