



***St. Louis Attorney Peter Herzog Named to  
Elite List of Attorneys -- Recognized  
Nationally for Superior Client Service***

ST. LOUIS, Dec. 18, 2002 - Peter W. Herzog, founding partner of Herzog, Crebs and McGhee, LLP, has been named to the BTI Client Service All-Star Team. Herzog is one of only two attorneys in Missouri to be recognized by BTI Consulting Group, which conducts an annual survey of corporate attorneys at Fortune 1000 companies.

“BTI Client Service All Stars are singled out by some of the world’s most demanding clients. As a Founding Partner of Herzog, Crebs and McGhee, Mr. Herzog sets a proud example and standard for his firm,” said Michael B. Rynowecer, BTI president.

BTI interviewed corporate counsel at Fortune 1000 companies on a variety of issues related to their outside legal firms, including client satisfaction and client service. While the goal of the annual survey is to provide feedback for law firms to improve client service, BTI also recognizes attorneys whose clients specifically named them, unsolicited, as an exceptional service provider. Only attorneys who were nominated by clients made the list.

“It’s very gratifying to earn this recognition because it comes directly from the clients we serve,” Herzog said. “Client relationships mean everything to my firm. It’s our goal to exceed our clients’ expectations by providing superior service, expertise and trust.”

The BTI survey revealed five major reasons clients nominated individual attorneys to the All-Star Team. The nominees consistently:

- go above and beyond no matter how high the expectation;
- remain committed to a strong client relationship built on trust;
- look at client services from the client’s perspective rather than their own;
- translate legal advice into business value; and
- demonstrate exceptional skill and expertise in a specific area.

Herzog, a founding partner of the firm and chairman of the Management Committee, is a 1961 graduate of Saint Louis University School of Law. Herzog has extensive experience in both business-related issues and complex litigation. He was chief counsel for Civic Center

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**Peter W. Herzog**  
**BTI Client Service All-Star Team**  
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Redevelopment Corporation, which developed the stadium and the related complex in the City of St. Louis. He is a member of the Missouri and Florida Bar Associations and the American Bar Association (Antitrust Law, Corporation and Banking, and Business Law Sections), and the American Board of Trial Advocates.

**Herzog, Crebs & McGhee, LLP** was founded in 1987 by lawyers who shared a common guiding desire to provide the highest-quality legal counsel and representation delivered through direct involvement between lawyer and client. The firm, which has offices in St. Louis and Belleville, Ill., conducts a general civil practice for a wide array of clients ranging from individuals and family businesses to major corporations and insurers. Areas routinely handled are: Litigation & Alternative Dispute Resolution, Corporate Law, Real Estate, Intellectual Property, Franchising, Tax & Real Estate Planning and Municipal & Administrative Law.

**The BTI Consulting Group** is a Boston-based market research and management consulting firm with more than 20 years of experience. BTI boasts the largest independent knowledge base in the world of client needs, satisfaction and loyalty in their relationships with service firms. BTI prides itself on a direct, no-nonsense delivery of critical, high-impact insights that help its clients improve their performance.