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For immediate release

EDWARDS ANGELL PALMER & DODGE LAUNCHES “HIT” PROGRAM
EAPD is “Helping Innovators Thrive” by Providing Strategic Legal Advice For New Ventures

Boston, February 1, 2010 - The global law firm of Edwards Angell Palmer & Dodge (EAPD) is pleased to announce the launch of EAPD HIT – Helping Innovators Thrive – a program designed to provide entrepreneurs and young companies with support and access to strategic legal advice. The firm is dedicating up to \$2 million in discounts, deferrals and awards of free legal services annually to this program.

Candidates for the program include early stage companies in the US and UK that have innovative and commercially viable technology or business models. By participating in the EAPD HIT program, companies will have access to strategic advice on corporate structure, fund raising, equity compensation, intellectual property, licenses and collaborations and other important matters.

While the program was only recently launched, EAPD already has five participants in the program, including:

- [Sproxil](#) - a Boston-based, privately-backed social enterprise with a solution to minimize the presence of counterfeits in emerging markets, while connecting legitimate companies directly to their consumers through a scalable approach.
- [CampusLive](#) - a start-up out of UMass, Amherst which develops custom college specific homepages to provide students with single-click access to email, social media sites, local menus, popular links, academic portals, athletics, news and entertainment information;

Alden Zecha, CFO & Strategist for Sproxil said, “EAPD’s HIT program provides us with a tremendous benefit and we look forward to working with EAPD. We have already received support and encouragement from EAPD’s top-tier, legal team. They bring significant expertise and contacts in both the technology and health care spaces where we work. That is invaluable to an early stage, founder-funded company like ours, especially as we grow and eventually obtain outside funding.”

“There has been incredible disruption in the global marketplace in the past couple of years and we feel that now, more than ever, is the time to invest in innovation. We believe that many of the solutions to a better future will be developed by small entrepreneurial companies and we understand that navigating through the maze of financial obstacles and legal issues can be challenging for young

companies,” said Richard Kimball, one of the EAPD partners leading the HIT program. “That is why we launched this program.”

About Edwards Angell Palmer & Dodge

Edwards Angell Palmer & Dodge offers a full array of legal services to clients worldwide. EAPD's mission is to create value by providing superior legal advice and business counsel that protects clients' interests and advances their goals. The firm has twelve offices located in Boston, Ft. Lauderdale, Hartford, Madison (NJ), Newport Beach, New York, Providence, Stamford, Washington DC, Wilmington, West Palm Beach, London and an associated office in Hong Kong. EAPD is comprised of the legal entities of Edwards Angell Palmer & Dodge LLP and Edwards Angell Palmer & Dodge UK LLP. For more information, please visit eapdlaw.com.

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