

Press Release

Munsch Hardt Launches New Website

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(DALLAS) Munsch Hardt Kopf & Harr, P.C. (Munsch Hardt) is pleased to announce the launch of its new website, which provides visitors with a custom, interactive experience through its user-friendly navigation and comprehensive service offering. With a fresh, cutting-edge new look, the website also introduces the Firm's updated logo and mark, both of which are incorporated into many graphical elements. The slash symbolizes the Firm's efforts to raise client expectations of what a law firm should be.

"Our team took an in-depth look at how we could enhance the experience for our online visitors," said Meredith Plunkett, Director of Marketing. "When we first started this project, we found the first pages people visit are attorney bios followed by practice and industry pages. Knowing most executives do not have time to dig through pages of information, we strived to create a highly interactive website that allows visitors to engage and learn more about our attorneys on nearly any page. The website is now one of our greatest tools for showcasing our experience, and we hope it encourages visitors to contact a Munsch Hardt attorney when seeking sophisticated legal services for their businesses."

From the homepage, visitors can quickly learn about significant projects the Firm is engaged in, as well as easily identify the 22 practices and industries our attorneys are experienced in and capable of servicing. The redesigned site also highlights the Firm's history, leadership, community involvement, diversity and women initiatives, corporate social responsibility, affiliated legal networks and award-winning corporate culture.

"To be a Texas-based firm with more than 125 attorneys, we have incredible experience working with clients across the country and around the world. Our new website gives us the ability to not only tell visitors what our Firm can do for them, but it also enables us to show them specific projects we have managed. This is represented through the tombstones on every bio, every practice and every industry page," commented Phil Appenzeller, CEO of Munsch Hardt. "We felt this was a fairly unique approach, as it showcases that Munsch Hardt attorneys at every level have something to offer."

The site also touches on the Firm's tagline, "Different from Day One". A message that pays tribute to the Firm's founders, whose original vision was to develop a more energetic, agile and responsive firm focused on addressing the actual needs of clients and providing practical and creative solutions for day-to-day business legal needs.

Additionally, the website was created with the user's experience in mind. It operates on the latest technology to ensure capability with current browsers, smart phones, tablets and mobile devices.

To learn more about Munsch Hardt or to view the new website visit www.munsch.com.

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