



Contact: Edana Thomas – Marketing Manager
Direct Tel: +971 4 429 2825
E-mail: e.thomas@hadepartners.com

PRESS RELEASE

HadeF & Partners – Rejuvenating the brand

Dubai and Abu Dhabi – 12 April 2009: HadeF & Partners, formerly HadeF Al Dhahiri & Associates, has today launched a revitalised new brand. This extensive project, which has taken 12 months from inception to completion, marks the start of the new year and a new beginning for the leading UAE law firm.

Over a period of nearly thirty years, HadeF & Partners has built an exceptional reputation in the legal industry. Founded in 1980 by Dr HadeF Al Dhahiri, the current UAE Minister of Justice, the firm has advised on many of the regions most challenging and groundbreaking legal matters. Now with more than 80 lawyers in two offices in Dubai and Abu Dhabi, the senior Partners of the firm decided that it was time to rejuvenate the firm's image in reflection of its dynamic and forward thinking approach.

In April 2008, HadeF & Partners appointed international brand consultants, FITCH, to undertake the extensive project. The decision was made in light of the growing sophistication of the legal market and the desire of the firm to definitively position itself at the forefront of its industry. The project addressed all aspects of the firm's image both internally and externally and concluded with the invigorated new brand which is made up of: the new name, HadeF & Partners; a new look to all the firm's printed materials; a new logo; a new website; and a refreshed personality which reflects the firm's unique approach to legal services in the UAE.

Managing Partner of HadeF's Dubai office, Sadiq Jafar, talked about the experience: "The brand rejuvenation has been a valuable and rewarding experience for everyone in the firm. The project helped us appreciate our strengths as well as areas for improvement. It has also been a great platform for prioritisation of client relationships, knowledge management and personnel development initiatives."

Dr Faraj Ahnish, Managing Partner of HadeF's Abu Dhabi office also confirmed that "the brand project was overdue and opportune. With all UAE entities preparing for the challenges of 2009 we are glad to be at the forefront of the legal sector, positioned with great clients, lawyers and systems, and now a fitting brand image that reflects our reputation."

To see HadeF & Partners' rejuvenated brand please visit their website www.hadepartners.com [END]