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***Hughes Watters Askanase Updated Website Wins
Web Marketing Association Standard of Excellence WebAward***

HOUSTON, Texas (Nov. 17, 2009) – The Website of Houston-based law firm Hughes Watters Askanase L.L.P. (HWA, www.hwa.com) recently received a prestigious Standard of Excellence WebAward from the Web Marketing Association's 13th annual WebAward competition for Website development. BrandExtract (www.brandextract.com), an integrated branding and communications firm, designed the Website. Pennino and Partners (www.penninoandpartners.com), a Houston-based independent business communications and business development firm, developed the content for the Website with input from the firm's attorneys and staff.

HWA managing partner Wayne Kitchens explained: "The new Website reflects our continuing evolution as a firm. Our prior Website was, in its day, remarkable and very different from what law firms usually do. The new site refines and updates our brand and the functionality of the site itself. We're very pleased with the results."

The WebAward Competition is an internationally-recognized Website awards program that fields entries from more than 47 countries around the world. The WebAwards recognize the best Websites in 96 industry categories. The competition judges more than 2,000 Websites on design, copywriting, innovation, content, interactivity, navigation and use of technology.

The HWA Website performed well against other sites in its industry and against all the entries in the competition. The Website scored highly in particular for its interactivity, copywriting and ease of use. Malcolm Wolter, BrandExtract's director of interactive services, explained that the HWA Website is notably strong because it provides a sense of the firm's unique character, ties into the firm's marketing literature, and is an easy-to-use, clearly-written information source about the firm's capabilities and credentials.

Wolter also explained BrandExtract's goals for HWA's new Website: "We wanted to make clear what the firm is all about and to distinguish it through powerful messaging and interesting visuals. We also wanted to try to provide a platform for the attorneys to really shine—to allow them to publish their intellectual property and establish themselves as the experts that they are."

BrandExtract's redesign of HWA's Website was intended to reflect the law firm's evolving capabilities and expertise. Well known for its expertise in business bankruptcy issues, HWA wanted to highlight its other practice areas, including commercial finance, real estate and finance, commercial litigation, wills and probate, consumer financial services, and business planning and strategy. BrandExtract also created a more interactive experience for HWA's Website by creating a platform for presenting attorneys' presentations and papers.

About Hughes Watters Askanase

For more than 31 years, Hughes Watters Askanase, LLP has helped business organizations, financial institutions and individuals succeed with their business endeavors. The firm's attorneys play a strategic role and support clients through every stage of existence and operation, from formation to liquidation. The practice focuses on the various interrelated areas which provide the greatest opportunities and most challenging obstacles: banking and credit union representation, business bankruptcy, business planning and strategy, default servicing, real estate and finance, consumer financial services, commercial litigation, and wills and probate. For more information on Hughes Watters Askanase L.L.P., please visit www.hwa.com.

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