



FOR IMMEDIATE RELEASE

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Plunkett Cooney receives consecutive top company honor

Bloomfield Hills, MI — August 24, 2007—For the third consecutive year, the Michigan Business & Professional Association (MBPA) has named Plunkett Cooney as one of “Metropolitan Detroit’s 101 Best and Brightest Companies to Work For.”

“We are extremely pleased to have won this award three years in a row,” said Henry B. Cooney, President and CEO of Plunkett Cooney. “The firm’s management team is focused on retaining our excellent people through new and innovative programs. It’s nice to see that effort acknowledged again this year.”

The MBPA award selection is a three-part process. First, an employee submits an application to nominate his or her company for consideration. Second, the MBPA contacts each company’s Human Resources Department to complete an extensive written survey along with an employee roster. Third, the MBPA randomly surveys a number of employees to validate the anonymous recommendation and the information submitted in the company questionnaire.

When selecting award winners, the MBPA’s market research firm examines each application statistically for both quantitative and qualitative data. An independent panel of volunteer judges then examines the applications, which are scored on a point system, and companies receiving the highest points totals are selected as award recipients.

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The criteria for selecting the 101 Best & Brightest Companies to Work For in Metropolitan Detroit includes communications within the company; the organization's commitment to the community; compensation and benefits packages; diversity and multi-culturalism initiatives; employee continuing education and development; employee connection and commitment to their work and their organization; recognition and retention of the company's best and brightest employees; methods for recruiting people who best fit the organization; and balancing work, family and other demands.

Plunkett Cooney maintains a "Great Place to Work" program firm wide to enhance the work experience for all employees. This program goes beyond compensation to focus on added value benefits in addition to the traditional health, vision, dental and insurance plans offered by most companies. The program includes such opportunities as continuing education, special events, employee convenience services, diversity recruitment and retention, mentoring and much more.

As in past years, the firm is among excellent company in winning the 2007 MBPA award. The MBPA has also acknowledged a number of outstanding companies including Plunkett Cooney clients such as Amerisure Mutual Insurance Company, Arrow Strategies, Computer Consultants of America, Compuware Corporation, DTE Energy, Enterprise Rent-A-Car, Fifth Third Bank, Flagstar Bank, Ghafari Associates LLC, Harley Ellis Deveraux, Henry Ford Health System, Huntington National Bank, Meadowbrook Insurance Group, Neighborhood Service Organization, St. John Health System and Walbridge Aldinger.

Established in 1913, Plunkett Cooney is one of the Midwest's oldest and largest full-service law firms with more than 150 attorneys in nine Michigan cities and one in Columbus, Ohio. The firm has achieved the highest rating (AV) awarded by Martindale-Hubbell, a leading, international directory of law firms.

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For more information about Plunkett Cooney being named one of the “101 Best and Brightest Companies to Work For,” contact the firm’s Practice Development Manager, John Cornwell at (248) 901-4008.

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