



For Immediate Release

Contacts:

Kat Seiffert, Legal Marketing Association,
312.673.4742, kseiffert@legalmarketing.org

Oliver Yandle, J.D., CAE, Association of Legal
Administrators, 847.267.1570,
OYandle@alanet.org

Beth Anne Stuebe, International Legal Technology
Association, 312.533.4127, press@iltanet.org

SALI Alliance Announces Addition of International Legal Technology Association as Founding Member

*The Addition of Key Founding Member Represents a Milestone in Standards Industry
Adoption and Endorsement*

Chicago, December 10, 2019 – The Standards Advancement for the Legal Industry (SALI) Alliance announced today the addition of the International Legal Technology Association (ILTA) to the list of our managing members. This milestone represents another step towards providing interoperability of legal matter data that can aid in improving the efficiency of the legal industry, creating industry transparency, and spurring on positive industry change. ILTA joins the Legal Marketing Association (LMA) and the Association of Legal Administrators (ALA), who endorsed the SALI Alliance as founding managing members on [date]. The SALI Alliance is an independent, not-for-profit member organization focused on facilitating a more transparent and efficient market for the buying, selling and delivery of legal services.

"This is an exciting moment for SALI. We formed SALI to be inclusive to all industry stakeholders," said Toby Brown, SALI Board Member, and chief practice management officer at Perkins Coie LLP. "ILTA's signing on as an active member demonstrates our momentum and

reinforces the unique value that SALI is bringing to the industry for standards development and modernization."

The SALI Alliance is all-inclusive for firms, clients, organizations, industry technology and service providers. The SALI Alliance was created to ensure all stakeholders in the industry have a voice to shape the most useful and relevant standards that will foster transparency. "The legal technology community is essential to the development and adoption of industry standards, and we are delighted to have ILTA join ALA and LMA in this important initiative," said Oliver P. Yandle, J.D., CAE, ALA's executive director, and SALI Board Member.

The SALI Alliance is initially building a matter standard for describing legal matters to foster innovation and provide consistency for buyers and sellers of legal services. SALI efforts are designed to bring together all major industry stakeholders with a common voice. "Successful deployment of innovative ideas requires multiple parties and disciplines at the table, and those diverse perspectives are even more critical when defining industry standards," shared Danielle Holland, LMA's executive director, and SALI Board Member. "The work and impact of the SALI Alliance are strengthened further through the technology expertise that ILTA brings to SALI as we present the legal industry with a unified, ground-shifting standard in 2020."

"ILTA is pleased to partner with SALI in order to help establish industry standards that will promote consistency across the legal field," said Joy Heath Rush, ILTA's chief executive officer. "Formalized standards are effective in improving the quality of services rendered and aid in keeping costs low. We are excited for this opportunity and look forward to working together."

Any company or organization can become a member at www.sali.org. Members can participate in defining the legal services market through regular SALI Alliance standard committee meetings. Membership tiers are available for clients, law firms, solution providers and other industry stakeholders.

The SALI Alliance has as members ALA (founding member), LMA (founding member), ILTA (founding member), Allen Matkins, Barnes & Thornburg, Bloomberg Law, Cox Automotive, GSK, Goulston & Storrs, Greenberg Traurig, Honigman, Miller, Schwartz and Cohn, Humana, Intapp, King & Wood Mallesons, Level 2 Legal Solutions, Lexis, McKool Smith, Mishcon de Reya, Pepper Hamilton, Perkins Coie, Prosperware, Schulte Roth, Shearman & Sterling, Shell,

Waller Lansden Dortch & Davis, Winston & Strawn, Wolters Kluwer. SALI endorsers include the Association of Corporate Counsel, Baker Donelson, Buying Legal, Citigroup, Edge International, Foundation Software Group, LawVision, Microsoft. LEDES is an allied partner. Earlier this year at ILTACON, Microsoft announced that it is piloting the standard as a first user.

About the Standards Advancement for the Legal Industry (SALI) Alliance

The Standards Advancement for the Legal Industry (SALI) Alliance promotes an inclusive industry neutral standard for the progress of legal industry transparency, efficiency, and innovation. It was founded by the Legal Marketing Association and Association of Legal Administrators. Its mission is to create a common language for all participants for the delivery of modern legal services. Learn more at www.sali.org or on Twitter at @SALIalliance.

###

For more information, contact Kat Seiffert, Legal Marketing Association at kseiffert@legalmarketing.org or 312.673.4742, Oliver Yandle, J.D., CAE, Association of Legal Administrators at OYandle@alanet.org or 847.267.1570, or Beth Anne Stuebe, International Legal Technology Association, press@ILTAnet.org, 312.533.4127.