

For Immediate Release

SFL Data's Name Change from San Francisco Legal Reflects Focus on Nationwide Electronic Data Discovery Services

San Francisco, Calif. – April 06, 2010 – [SFL Data](#), a leading e-discovery solutions provider to law firms, corporations, and government agencies, announced today that it has changed its name from San Francisco Legal (SF Legal) to SFL Data. The new name more accurately reflects the company's focus on [electronic data discovery \(e-discovery\)](#) services and significant investments in the people, processes and infrastructure to support these services in recent years. The new name also demonstrates the company's expanded geographic reach beyond San Francisco. SFL Data now serves corporations across the U.S., as well as law firms in New York City, Washington D.C. and Los Angeles. A document answering [Frequently Asked Questions](#) is available on SFL Data's website.

"Our name may be new, but our services and location will not change. We'll continue to provide clients with effective, customized, cost-saving litigation support," said CEO Christian Lawrence. "That includes both electronic data discovery services and paper reprographics."

SFL Data has announced several recent e-discovery developments, including the appointment of [Chris Kitterman as the new VP of Client Services](#) to oversee SFL Data's suite of [litigation support services](#) and provide attorneys with strategic guidance on handling electronically stored information (ESI) in litigation. In addition, the company recently [certified Safe Harbor compliance](#) to ensure secure transfer of client data between the U.S. and European Union; bolstered litigation expertise with the [addition of new Senior Manager of Forensics and E-Discovery Richard Cheng](#); and provided faster, more responsive e-discovery services with a [locally hosted Relativity platform](#).

About SFL Data

Founded in 1998, SFL Data is one of the leading and fastest-growing providers of electronic discovery solutions to both law firms and corporations nationwide. With a highly consultative approach and a suite of cutting-edge technologies, the company enables its clients to achieve significant cost and process efficiencies, compared with competing alternatives. SFL Data provides an end-to-end suite of electronic discovery services – from data preservation and collection, through analysis and cull, to review and production. More information is available by calling 415-392-2900 or at www.sfldata.com.

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