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### **ASE Edge Launches Arété Legal**

Pittsburgh, PA. October 8, 2003 – Arthur Crivella, president and chief executive officer of ASE Edge, has announced the creation of Arété Legal, a legal service provider that helps companies ensure compliance with corporate policies and prepare for litigation.

“Arété Legal is a single source for end-to-end legal support,” noted Crivella. “Our goal is to help corporations avoid or mitigate litigation by enabling them to prove they have proper policy management processes and allowing them to immediately detect any policy breach. The system was designed for prevention, remediation, and early resolution, yet it is robust enough to handle even the most demanding and complex litigation.”

Arété Legals’ team of legal professionals is lead by Heidi Armstrong, general counsel at ASE Edge and Senior Vice President at the new company. Armstrong was most recently general counsel for The Voinovich Companies, a design and construction management firm located in Cleveland, Ohio, a post she held for over eight years.

“Arété Legal offers a single, integrated process for corporate policy compliance, early warning systems, case management, and litigation from early case assessment through trial,” explained Armstrong. “And with our integrated technology, we offer pinpoint control, seamless functional collaboration between all parties involved in the legal activity, and total visibility and accountability.”

Armstrong pointed to corporate policy compliance as an area in which Arété Legal’s solutions are particularly useful.

“Companies set policies and trained their staffs on how to follow them, but they had no way of knowing if employees were complying with the required consistency, if at all,” said Armstrong. “Now, by using our proprietary Knowledge Refinery technology, Arété’s legal professionals help companies automatically and continually review all corporate documentation. This includes electronic documents and e-mails, where violations of company policy are often evidenced. We



pull out documents that include language that implies non-compliant behavior. When your staff violates policy, you can remedy the situation immediately.”

“This early awareness promotes quick response and easier remediation,” added Crivella. “We can help solve problems long before they become large legal – or business – issues. You can limit damages by understanding the full quality of the peril earlier, and avoid punitive damages by demonstrating that you’ve done everything possible to remain compliant.”

According to Armstrong, Areté Legal is equally beneficial in litigation.

“We have engineered an end-to-end process that enables you to take control of the entire litigation function, from early case assessment all the way to trial,” she explained. “Using our Knowledge Kiosk, you can manage an unlimited number of matters, no matter how complex. Any number of legal professionals – no matter where they are in the world – can collaborate simultaneously.”

As part of the process, Areté Legal’s proprietary Knowledge Refinery technology can be used to find “smoking guns” or other documents of particular importance.

“This provides you with the data to quickly and easily analyze each particular situation and add predictability to the litigation process,” said Armstrong. “The same tools can help you automatically review all discovery documents, pulling out documents that include language that implies relevance or privilege and saving huge amounts of time and money.”

“We recently saved a single client more than \$31 million in a two-year period,” Crivella noted.

*Areté Legal is an ASE Edge Company. Founded in 1986, ASE Edge develops innovative process improvement methods and technology and provides comprehensive business process engineering solutions fostering integrated and more effective business performance. Areté Legal, granted license to ASE Edge’s proprietary Knowledge Kiosk technology, is commissioned to provide comprehensive service center support to corporate legal departments for risk mitigation, process control and management.*

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