



Pre-Paid Legal Services Becomes LegalShield(SM)

After Four Decades, Legal Service Plan Provider Rebrands Marketing and Corporate Identity

DALLAS, Sept. 10, 2011 /PRNewswire/ -- On Saturday, September 10, LegalShield(SM) -- formerly known as Pre-Paid Legal Services (PPL) -- was announced as the new operating name of the company before thousands of independent sales associates gathered in the American Airlines Center in Dallas for the 2011 Leadership Summit.

The new corporate name for the 40 year old company is part of an overall rebranding initiative that follows the acquisition of PPL by MidOcean Partners on June 30, 2011. Other elements of the rebranding include: new literature, training and web outreach. In other respects, the company will operate as it has in the past, providing its services to members (customers) throughout North America.

"Pre-Paid Legal Services has been an icon in the legal service plan industry for decades, so we didn't take lightly the 'name recognition' and the 'equity' invested in the PPL brand," said CEO Rip Mason. "Still, we believe this company has untapped potential for future growth and the brand name, 'LegalShield(SM),' and the current tag line, 'Total Access. Total Freedom,' reflect the expanded vision we have for the company moving forward," Mason said.

The rebranding announcement was eagerly awaited by hundreds of thousands of independent sales associates, who as direct sellers, market the company's legal service plans and identity theft products throughout the U.S. and four provinces of Canada. An estimated 10,000 associates were present at the 2011 Leadership Summit to hear LegalShield(SM) President and Chief Commercial Officer (CCO) Alan Fearnley present the rebranding plan for the company.

"For many, Pre-Paid Legal Services is synonymous with the concept of prepaid legal services, and while this is a laudable achievement, the legal service plan industry, along with our company, has expanded in size and service offerings,"

CCO Fearnley said. "The LegalShield(SM) brand reflects not only what we are as a company, but also where we plan to take this company in the future," Fearnley said.

The rebranding initiative is a component in the overall integration plan for long-term growth of the company, which began immediately after the MidOcean acquisition.

CEO Mason has commented on the strong operational and administrative systems within the company, as well as the scalable operating system and legal network which offer strong opportunity for future growth. With this infrastructure in place, CEO Mason and his team are focusing on an ambitious plan of action that includes: increased focus on business retention; standardization of training and expanding; and developing new market segments, such as small business services and the Hispanic market.

Following the announcement of the rebranding and corporate identity initiative, the seamless process begins immediately and company officials anticipate the rebranding processes to continue into early 2012.

About LegalShield(SM)

LegalShield(SM) provides families, employees and small businesses with affordable access to professional legal services and identity theft protection and restoration services. The Company provides legal service benefits through a network of independent law firms across the U.S. and Canada. Additional information about LegalShield(SM) can be found at www.prepaidlegal.com.

About MidOcean Partners

MidOcean Partners is a premier private equity firm headquartered in New York focused on the middle market. MidOcean is committed to investing in high quality companies with stable market positions and multiple opportunities for growth. Targeted sectors include consumer, media and communications, business and financial services and industrial services. MidOcean utilizes a broad foundation of expertise in its focus industries to create value for its investors and partners. For more information, visit www.midoceanpartners.com.

Editors Note: More information, including a copy of the new LegalShield(SM) logo, is available at the LegalShield(SM) online news media kit at <http://www.virtualpressoffice.com/kit/ln3e>.

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