



### Gray T. Culbreath

Gray is the firm's managing partner. Gray is a member of the Federation of Defense and Corporate Counsel, the International Association of Defense Counsel, Lawyers for Civil Justice, the South Carolina Bar, the Defense Research Institute and the American Board of Trial Advocates. Gray is also active with the South Carolina Defense Trial Attorneys' Association. He has been a member of the association's executive committee and chaired several committees. He is a former chair of the International Society of Primerus Law Firms Defense Practice Group. Gray's reputation in the court room and professional standing among his peers have led him to be considered one of South Carolina's preeminent attorneys, according to Martindale-Hubbell.

## Membership in Primerus Provides Our Clients Access to Highly Qualified Counsel Throughout the Country.

Over the past three years, I have been actively involved with the Defense Litigation Practice Group of the International Society of Primerus Law Firms. In 2004, I was honored to serve as Chairman of the Practice Group. Our membership in Primerus not only benefits our firm, but also provides the opportunity for great benefits to our clients.

Primerus is a highly selective nationwide society of law firms. Even to be considered for membership, a firm must possess an "AV" rating from Martindale-Hubbell, which is the highest rating for both ability and integrity. Additionally, Primerus screens applicant firms

extensively, including making inquiry to judges, legal colleagues in the firm's market place, bar associations and insurance carriers. The screening process is designed to ascertain the commitment of the firm to the highest standards of professional ethics and civility. An article in The Wall Street Journal about Primerus Gray T. Culbreath Managing Shareholder called membership "the Good Housekeeping Seal of Approval" for a law firm.

Firms that are admitted into Primerus agree to abide by the Six Pillars of Primerus: (1) Integrity; (2) Excellence of Work; (3) Reasonableness of Fee Structure; (4) Continuing Legal Education;

# Legal Tips

(5) Civility to Bench and Bar;  
(6) Community Service.  
Member firms' adherence to the Six Pillars is continuously monitored by Primerus. Because of these screening procedures and the continuous monitoring of member firms, we are entirely comfortable referring our own clients to Primerus firms in other jurisdictions where the clients have legal needs. Primerus already has members in most major jurisdictions, and is expanding as additional highly qualified firms are identified. We know that many clients have counsel in other jurisdictions with whom they are comfortable, and we certainly respect those relationships. However, we also know that our clients have needs arising in other jurisdictions in which they do not know any local lawyers and would like a reliable reference to a highly qualified firm in such a jurisdiction.

We are hopeful that, in the event such a need arises among our clients, they will feel comfortable contacting the author to discuss the issue that has arisen and possibly be referred to counsel in the appropriate jurisdiction.

Our firm is very excited

about our membership in Primerus, and believe that it can provide significant benefits to our clients by giving them access to extensively screened, highly qualified and reliable attorneys throughout the United States

