



FOR IMMEDIATE RELEASE
Tuesday, October 12, 2010

CONTACT: Culley C. Carson IV
culley@carsonlaw-nc.com
919.995.6334

FORMER ASTROTURF® GENERAL COUNSEL OPENS LAW FIRM

RALEIGH, NC - Culley C. Carson IV, former General Counsel to AstroTurf, LLC has opened The Carson Law Firm, PLLC ("Carson Law") in Raleigh, North Carolina. Carson, a Durham native who previously practiced with Winston-Salem based Womble Carlyle Sandridge & Rice, PLLC will focus his practice on construction, commercial real estate, technology and business law.

Most recently, Carson served as General Counsel to AstroTurf, LLC, the iconic manufacturer and installer of synthetic turf. As General Counsel, Carson was responsible for the day-to-day legal work for the company and managed the Raleigh office of the company. After the company decided to consolidate its operations in Dalton, Georgia, Carson elected to stay in North Carolina. Carson continues to provide legal services to AstroTurf as an outside lawyer. According to Carson, "it was a difficult decision to leave AstroTurf as it is an outstanding company with tremendous growth potential and wonderful people with whom I truly enjoyed working."

Prior to his position as General Counsel at AstroTurf, Carson practiced in the Construction and Intellectual Property Practice Groups at Womble Carlyle Sandridge & Rice, PLLC, an AM Law 100 law firm based in Winston-Salem, North Carolina and as Legal Counsel in the Atlanta, Georgia office of Bovis Lend Lease Holdings, Inc., an international construction and development company based in Sydney, Australia.

Carson opened The Carson Law Firm, PLLC to fill a distinct need that he saw after serving as counsel to large companies. "One thing the recent economic downturn has signaled to law firms is that business as usual is no longer plausible. Law firms, like the companies they represent, must be nimble and responsive to the budgetary and business needs of their clients. I opened Carson Law to meet a need I observed as a consumer of legal services. In my role as General Counsel, I observed a need for sophisticated legal service at rates that represent a significant value to clients seeking to protect their interests and their bottom line."

Carson Law will focus its practice on four primary areas of practice, construction, commercial real estate, technology and business law. Carson Law will assist its clients in drafting and negotiating complex commercial agreements and in resolving disputes through litigation, arbitration and mediation. A unique service will also be offered to clients seeking a part-time or project based General Counsel.

According to Carson, “there are a great number of small and medium sized companies, especially here in the Research Triangle Park and throughout the Southeast who need legal assistance but cannot afford to bring on a full time General Counsel and who hesitate to hire a lawyer from a large firm for what is viewed as routine, day-to-day, legal issues. If left unaddressed, however, these issues grow and impact the business. Through a fixed fee or other individually tailored payment structure, companies can retain Carson Law on a discreet monthly or project basis. In doing so, companies get the legal service they need within their existing budget – a win-win result for both parties.”

About Carson Law. Carson Law is a business law firm based in Raleigh, North Carolina that serves clients throughout the Southeastern United States and beyond. Culley C. Carson IV, the firm’s founder is a graduate of the University of North Carolina at Chapel Hill where he currently serves as a Member of the Board of Visitors (Class of 2014). Carson received his Juris Doctorate from Catholic University School of Law in Washington, D.C. in 1999. Carson is licensed to practice in North Carolina, Georgia and Washington, D.C. For more information about Carson Law, please visit www.carsonlaw-nc.com.

###