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Joyce Mazero Elected to Susan G. Komen for the Cure Advocacy Alliance Board of Directors

DALLAS – Haynes and Boone, LLP partner Joyce Mazero has been elected to the board of directors of the Susan G. Komen for the Cure Advocacy Alliance. She will serve a term running through June 2010.

The alliance, based in Washington, D.C., is a sister organization to Susan G. Komen for the Cure®, and serves as a liaison on Capitol Hill, in state legislatures and on the campaign trail. The Komen Advocacy Alliance engages policymakers and leaders at all levels of government to advocate for an increased investment in breast cancer research and greater access to breast health services.

Joyce Mazero is a partner and chair of Haynes and Boone's restaurant and retail industries, and franchise and distribution law practices. She has substantial business experience as lead project partner assisting clients in developing strategy, structuring, negotiating, implementing, and resolving disputes for product and service-based domestic and international license, franchise, distribution, and shared services systems as well as the full gauntlet of relationship, governance, competition, and enforcement issues associated with such systems.

Among her various honors and awards, Ms. Mazero was singled out by *Chambers USA* as one of the nation's leading franchise attorneys in 2007 and received the prestigious Band 1 recognition in 2008 and 2009. *Franchise Times* has named her one of the nation's leading franchise attorneys since 2007, and included her among their list of "20 to Watch" in 2007.

Ms. Mazero served as a Women's Foodservice Forum board member from 2004-2009, and continues as chair of the governance committee (2006-present). She served as editorial advisor to *FRANCHISING FOR DUMMIES* (Wiley Publishing 2001) and its update in 2006. She was the 2006 recipient of the International Franchise Association's Bonny LeVine Award for leadership in franchising and recipient of the International Franchise Association's WFC Crystal Compass in 2003.

Outside of her practice, Ms. Mazero is the founding member and chair of the DFW chapter of Women Corporate Directors (2008-present); a member of the Hospitality Management Board of Governors for the School of Merchandising and Hospitality Management at the University of North Texas (2008-present) and is a member of the advisory board of New York-based fashion design house Nina McLemore (2007-present). Ms. Mazero formerly served on the Promise House Board of Directors (2000-2008), received recognition as Outstanding Board Member in 2006 and was chair of the board (2007-2008).

Haynes and Boone, LLP is an international corporate law firm with offices in Texas, New York, California, Washington, D.C., Mexico City and Moscow, providing a full spectrum of legal services. With almost 550 attorneys, Haynes and Boone is ranked among the largest law firms in the nation by *The National Law Journal*. The firm has been recognized as one of the "Best Corporate Law Firms in America" (*Corporate Board Member Magazine*, 2001-2009), as one of "The Best 20 Law Firms to Work For" (*Vault.com*, 2008),

and as a Top 100 law firm for both diversity (*MultiCultural Law Magazine*, 2009) and women (*Women 3.0*, 2008).