DESCRYBE ANNOUNCES LEGAL TECH PIONEER KEN FRIEDMAN AS STRATEGIC ADVISOR

Addition of former LegalZoom leader underscores Descrybe's momentum as it redefines the future of legal research.

Boston, MA — September 9, 2025 — Descrybe today announced that Ken Friedman, widely recognized as a pioneer in legal technology, has joined the company as a strategic advisor. Friedman, a former Vice President at LegalZoom and founder of the Legal Tech Practice Group at L&F Brown, P.C., also advises a number of successful legal technology companies and will counsel Descrybe on strategy, growth, and scaling impact at the intersection of law and technology.

Over the course of his career, Ken has reshaped access to legal services at scale. At LegalZoom, he played a pivotal role during a period of hypergrowth and intense regulatory scrutiny. Today, he is a sought-after advisor to disruptive companies across the legal technology landscape.

"Ken's impact on legal tech is hard to overstate — his work at LegalZoom changed the way millions of people access the law," said Kara Peterson, co-founder of Descrybe. "To have him join Descrybe at this stage of our journey, as a rapidly growing startup redefining legal research with AI, is both an honor and a validation of our trajectory."

Friedman added: "I've had the privilege of advising and working with some of the most disruptive companies in legal tech, and I don't take on new advisory roles lightly. What Descrybe is building in legal research is truly different — the team, the vision, and the rapid momentum convinced me this company is positioned to redefine how legal research gets done. I'm excited to help them scale."

Since its launch in summer 2023, Descrybe has rapidly emerged as a standout innovator in legal technology. Its affordable Legal Research Toolkit delivers advanced capabilities such as an AI-powered citator (Cytator™), brief checker, and issue-level case analysis, while its free tier provides AI-powered access to millions of U.S. judicial opinions. With accelerating adoption and an ambitious roadmap ahead, Descrybe is poised for hypergrowth and is redefining what's possible in legal research.

About Descrybe

Descrybe is a fast-growing, award-winning legal technology company redefining how the law is researched and understood. By combining advanced AI with an accessible design, Descrybe makes high-quality legal research faster, clearer, and more affordable. Serving attorneys, students, legal aid providers, and the public, Descrybe is building the next generation of legal research tools powered by proprietary technology that uncovers deeper insights from the law. Learn more at descrybe.ai.

Contact: Kara Peterson, kara@descrybe.com