

**FOR IMMEDIATE RELEASE****September 18, 2006****NEW YORK TO ADOPT ATTORNEY
SOLICITATION RULES PROPOSED BY WLF**

The New York State Unified Court System proposed to amend the Disciplinary Rules of the Code of Professional Responsibility governing advertising and solicitation of clients by attorneys similar to reforms proposed by the Washington Legal Foundation (WLF) as part of WLF's nationwide campaign to curtail abusive practices by aggressive plaintiffs' lawyers. The amendments will become effective on November 1, 2006.

The proposed amendments were recommended by both the New York State Bar Association Task Force on Lawyer Advertising and a special committee appointed by the Administrative Board of the Courts after a study of advertising and solicitation practices revealed that deceptive and misleading advertising and solicitation techniques were undermining the integrity of the profession and the judicial system.

The key provisions would 1) prohibit direct solicitation of accident victims within 30 days of an accident; 2) prohibit testimonials from current clients or actors to tout the lawyer's skills; 3) require that advertising, whether printed, broadcast, or on the Internet, be clearly labeled as advertising, and that copies of those materials be filed with bar authorities and retained; and 4) require that advertising that offers a contingency "no recovery, no fee" arrangement make clear that clients remain liable for costs and expenses.

In comments submitted to the Office of Court Administration last week, WLF lauded the reforms as being long overdue inasmuch as WLF proposed similar ones to New York in 1992. At that time, WLF petitioned the New York judicial authorities to adopt rules to stop deceptive and misleading attorney advertising and solicitation as part of WLF's SCALES project (Stop the Collapse of America's Legal Ethics), a multi-state, multi-faceted effort designed to contain the "litigation explosion" and improve the professional standards of American lawyers. WLF petitions were filed in all 50 states and the District of Columbia, and since then, many states have adopted similar rules regarding attorney advertising and solicitation.

"We're pleased to see that New York is following WLF's lead and taking steps to curtail abusive attorney advertising and solicitation that do not violate First Amendment protections," said Paul Kamenar, WLF's Senior Executive Counsel.

For further information, contact Paul Kamenar, WLF's Senior Executive Counsel, at 202-588-0302. A copy of WLF's recent comments, which includes a copy of WLF's earlier proposal, is available on WLF's website at www.wlf.org.