Super Lawyers in a Nutshell

What is Super Lawyers?

Super Lawyers is an annual listing of outstanding lawyers who have attained a high degree of peer recognition and professional achievement. More than 60 practice areas are included. Super Lawyers is distributed as a special supplement in leading newspapers and is also published in leading city and regional magazines across the country. The companion *Super Lawyers* magazine is distributed to all the attorneys in a state (see list below).

Who's behind Super Lawyers?

Polling, research and selection are performed by Law & Politics, a division of Key Professional Media, Inc. Law & Politics has been publishing legal magazines and Super Lawyers since 1990.

Does an attorney pay to be a Super Lawyer?

No. We maintain strict separation between research and advertising. The names of all attorneys selected as Super Lawyers are published in our print publications and at superlawyers.com at no charge whether they advertise or not.

Does advertising improve the chances of being named a Super Lawyer?

No. Advertising sales do not begin until *after* the selection process is completed.

How many lawyers make the list?

Super Lawyers comprise 5 percent of the licensed active attorneys in a state.

Can non-private practice attorneys be named Super Lawyers?

Absolutely. In fact, we encourage lawyers to vote for public defenders, prosecutors, legal aid lawyers and in-house counsel.

How are Super Lawyers selected?

Law & Politics uses a multi-step selection process that takes approximately nine months. The foundation of the process is a survey sent to all lawyers in the state who have been in practice at least five years. In addition to the survey, Law & Politics researches credentials of nominees, assembles a blue ribbon review panel of leading attorneys from each practice area, directly contacts lawyers and law firm representatives, verifies data and conducts a good-standing review of candidates.

Where is Super Lawyers published?

Super Lawyers is rapidly expanding across the country.

In 2006, Super Lawyers will appear in the following magazines and newspapers:

- *5280* magazine
- *Atlanta* Magazine
- *Boston* magazine
- *Charlotte* magazine
- *Chicago* magazine
- *Cincinnati Magazine*
- *The Detroit News* and *Detroit Free Press*
- *Connecticut Magazine*
- *Indianapolis Monthly*
- *KC Magazine*
- *Los Angeles* magazine
- *The Miami Herald*
- *Milwaukee Magazine*
- *Mpls.St.Paul Magazine*
- *Minnesota Law & Politics*
- *New Jersey Monthly*
- *The New York Times*
- *Oklahoma Magazine*
- *The Oregonian*
- *Philadelphia* magazine
- *Richmond* magazine
- *San Francisco* magazine
- *Tampa Tribune*
- TEXAS MONTHLY
- *Twin Cities Business*
- *Washington Law & Politics*

And in statewide editions of Super Lawyers magazines in:

- Arizona
- California
- Colorado
- Connecticut
- Georgia
- Florida
- Indiana
- Illinois
- Kansas
- Massachusetts
- Michigan
- Minnesota
- Missouri
- New Jersey
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Texas
- Virginia
- Washington
- Wisconsin

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Super Lawyers in a Nutshell continued. . .

Who is entitled to vote?
All attorneys in your state who have been licensed to practice law for five years or more.

Can I vote for myself?
No.

I lost my ballot. How can I get a new one?
A PDF version of the ballot is available to download from superlawyers.com. Look for the voting tab and ballots will be posted for all states where we are currently accepting ballots.

I have a national litigation practice and don't try local cases. I'm afraid I'll be overlooked in the balloting. What can I do?
Our research team looks for objective indicators of peer recognition and professional achievement. You may E-mail our Research Director Cindy Larson (clarson@superlawyers.com) any information you consider relevant to your candidacy as a Super Lawyer.

I want to know who voted for me. Will you tell me?
No, we maintain strict confidentiality over the balloting process.

If I am notified that I have been selected a Super Lawyer, is there anything I need to do?
Yes! And this is extremely important: You must fill out the data verification form we send you. This verifies your current contact and professional information and ensures the accuracy of what we publish. Without this form, we will not publish your name.

Can you confirm that you got my ballot?
It takes some time to process all of the Super Lawyers ballots so we cannot confirm receipt of your ballot just after it has been faxed.

I was a Super Lawyer last year but not this year. What happened?
We perform a new round of balloting and blue ribbon panel review each year, so the list undergoes some degree of change from year to year. Being named one year does not guarantee that you will remain a Super Lawyer the following year.

How is Super Lawyers different from other "top" lawyer lists?
1) Super Lawyers surveys more lawyers.
Ballots are sent EVERY YEAR to EVERY LAWYER in the state licensed to practice five or more years.
2) Super Lawyers assesses a much broader range of factors indicating peer recognition and professional achievement.
In addition to balloting and blue ribbon review for each practice area, we review the background and experience of candidates and consider factors such as years of experience in primary practice area, number of cases or transactions, representative clients, major transactions and verdicts, honors and awards, position within the bar, scholarly work, lectures, pro bono activity, etc. Nobody else does this level of research.
3) Super Lawyers is seen by more readers.
Only Super Lawyers reaches both the legal and upscale consumer markets. With a total national audience of more than 8 million readers, Super Lawyers reaches more new-client and referral sources than anyone.

www.superlawyers.com

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