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FOR IMMEDIATE RELEASE

Local Attorney Mark C. Joye Announced as Vice President of the South Carolina Association for Justice

NORTH CHARLESTON, Sept. 15, 2008—Attorney Mark C. Joye of North Charleston-based Joye Law Firm was recently elected as vice president of the South Carolina Association for Justice (SCAJ). Mr. Joye officially took his post on Aug. 8, 2008, while attending the SCAJ Annual Convention on Hilton Head Island, S.C.

"I'm honored to be elected as vice president of the South Carolina Association for Justice," Mr. Joye said. "I look forward to serving and giving back to both my profession and to the community."

As vice president of the SCAJ, Mr. Joye's duties include long-range planning and strategizing for the SCAJ in addition to helping keep the organization on track. Furthermore, he will help ensure the SCAJ continually strives to better assist clients throughout the state as sustained pressure from local chambers of commerce and interest groups focus on curbing the rights of victims of auto accidents and job injuries, Mr. Joye explained.

"I have known Mark Joye for many years and can attest that he is a wonderful role model for the young lawyers of our state," said W. Michael Hemlepp Jr., executive director for the South Carolina Association for Justice. "Not only is he an accomplished and brilliant attorney for his clients, his professionalism and ethics are beyond reproach."

Mr. Joye will serve as vice president for one year, after which he will become president-elect for a year and then president of the SCAJ the following year. His predecessor, S. Kirk Morgan Jr. of law firm Walker & Morgan, is now the president-elect, and J. P. Strom Jr. of Strom Law Firm is the president of the organization.

An Accomplished Trial Lawyer

With nearly 20 years of legal experience, Mr. Joye has represented plaintiffs injured from defective products, car crashes, and tractor-trailer collisions. In 1997, Mr. Joye represented the parents of a young boy who was killed when thrown from the rear of a minivan. The case resulted in one of the largest verdicts ever returned against an automobile manufacturer, and it remains the largest personal injury verdict in South Carolina. Additionally, the case brought renewed pressure against the auto manufacturer to redesign the unsafe rear

"Our organization needs people like Mark Joye to carry our message of protecting the citizens of South Carolina in the courtroom. I feel fortunate to have him agree to help us so generously."

**W. Michael Hemlepp Jr.
Executive Director, South Carolina
Association for Justice**

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door latches of its minivans. As a result of the successful verdict, Mr. Joye frequently lectures to state and national bar organizations on automotive product liability and trial practice and procedure.

"Mark has been a leader in the trial bar for years and I know the profession will be well-served by his serving the Association of Justice in an official leadership position," said attorney Ken Harrell, Mr. Joye's law partner of the past 15 years.

Board-certified as a civil trial advocate by the National Board of Trial Advocacy, Mr. Joye is a graduate of the University of South Carolina School of Law. He is AV-rated by Martindale Hubbell and is a published author with articles appearing in *TRIAL* magazine and *South Carolina Lawyer* magazine. Furthermore, he is the immediate past president of the Charleston Chapter of the American Board of Trial Advocates.

About the South Carolina Association for Justice

The South Carolina Association for Justice (SCAJ), formally the South Carolina Trial Lawyers Association, was founded more than 40 years ago by a small group of trial lawyers. Over the years, the SCAJ has grown into a statewide organization with more than 1,300 members, and the organization still holds the values of the original founders. In fact, the motto of the SCAJ is "Keeping South Carolina Families Safe." In addition to protecting the families of South Carolina, the SCAJ serves as a valuable resource to its members, providing continuing legal education to keep members abreast of changes in the law. Visit www.scaj.com to learn more.

About Joye Law Firm

Based in North Charleston, S.C., Joye Law Firm has been fighting to help people face legal challenges since 1968. The firm has eight experienced attorneys—with a combined litigation experience of more than 100 years—and more than 30 paralegals and other staff members. Their commitment to excellence is confirmed by the receipt of Martindale-Hubbell's highest legal rating (AV). In 1997, Joye Law Firm received national acclaim when it represented a family whose child died as the result of a defective door latch on a minivan. The jury returned a verdict of \$262.5 million, which was the largest personal injury verdict ever against an automobile manufacturer in the United States at that time. This verdict remains the largest personal injury case in South Carolina. Visit www.joyelawfirm.com to learn more.