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FOR IMMEDIATE RELEASE

**Joye Law Firm to Sponsor
Fifth Annual Shoot Three and Win Challenge**

*Participants have the chance to win \$50, \$200, or \$1,000
during Piggly Wiggly Roundball Classic*

NORTH CHARLESTON, S.C., Dec. 17, 2008—For the fifth year in a row, the members of Joye Law Firm are offering local basketball fans the chance to win cash prizes while benefiting the North Charleston Rotary Club’s scholarship program and Communities in Schools. The contest, which will be held in conjunction with the Piggly Wiggly Roundball Classic, allows participants the chance to win \$50, \$200, or \$1,000 in a “Shoot Three and Win” basketball challenge.

Holiday Tradition

“Sponsoring this tournament and the halftime contest throughout the years has been a special honor for the Joye Law Firm,” said Ken Harrell, the firm’s Managing Partner. “We’re looking forward to once again being part of this exciting and worthwhile event.”

The 16th Annual Piggly Wiggly Roundball Classic plays host to nationally ranked high school basketball teams that will be matched up against local favorites. Proceeds from the tournament will support Communities In Schools and the Rotary Club of North Charleston. The tournament, which has become a Charleston holiday tradition, will be held Dec. 26 through 30 at West Ashley High School, located on West Wildcat Boulevard in Charleston.

Shoot Three and Win Challenge Rules

Participants can enter a drawing for a chance to play in the halftime contest, which will be held during most of the tournament games. The cost for entering the raffle-style drawing is \$1 per entry, or \$5 for six entries. Participants, which are chosen at random, have the opportunity to make two lay-up shots for \$50 or to win \$200 if they make both lay-up shots and make a free-throw shot. All entries are discarded at the end of each day. Proceeds from the sale of the raffle tickets are contributed to tournament’s targeted charities.

“We are truly blessed to be a part of the tournament and help provide college scholarships to local kids and help at-risk youth.”

Ken Harrell
Managing Partner
Joye Law Firm

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Any participant who makes at least two shots will be invited back on the final night of the tournament when one lucky individual will win a grand prize of \$1,000. To win the grand prize, participants are asked to make two lay-up shots and then a free throw shot. If a participant misses any shot, he or she will be eliminated. Participants continue to make shots until there is only one person left, who will win the grand prize.

Last year's winner, Cameron Cox, 14, of Hanahan won the grand prize of \$1,000 after successfully making four consecutive free-throw shots. Cameron, a talented athlete, attended the first night of the tournament and was one of the lucky raffle ticketholders who had the chance to participate in the Shoot Three and Win Challenge.

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 10 experienced attorneys—with a combined litigation experience of more than 130 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.

NOTE: Photographs of last year's tournament and winner are available upon request.

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