



For more information, contact:
Ken Harrell
Managing Partner
Joye Law Firm
Phone: (843) 554-3100
E-mail: kharrell@joyelawfirm.com

FOR IMMEDIATE RELEASE

Joye Law Firm to Resume Marketing Efforts in Charleston

Law firm honors the memory of attorney and firm founder Reese I. Joye Jr.

NORTH CHARLESTON, S.C., Aug. 6, 2008—Out of respect to the death of Reese I. Joye Jr., founder of Joye Law Firm, LLP, on July 20, 2008, most of Joye Law Firm’s normal marketing efforts ceased immediately. The law firm will resume its marketing—including airing television spots—on August 11, 2008, to assure Charleston-area residents that the members of the firm remain available to provide them with a broad array of legal services.

Looking Forward

In recent years, plans have been put in place to ensure the continued vitality of the law firm as Mr. Joye began to cut back on his active handling of client matters. Specifically, Mr. Joye transferred 90 percent of the law firm to his son and fellow attorney, Mark C. Joye, and to Ken W. Harrell, the law firm’s managing partner. Mr. Harrell serves as an officer for Injured Workers’ Advocates, the leading organization in South Carolina working to protect the rights of injured workers, and is slated to serve as the president of the organization in two years. Mark Joye, who recently served as the president of the Charleston chapter of the American Board of Trial Advocates and who has been scheduled to serve as the president of the South Carolina Trial Lawyers Association, has been overseeing the firm’s personal injury practice for the past 15 years. Additionally, Drew Carroll, an attorney whose practice focuses on criminal defense matters, has been a member of the law firm for nine years, and Mr. Joye appointed him as the head of the law firm’s criminal defense department two years ago. Mr. Carroll is the president-elect of the South Carolina Association of Criminal Defense Lawyers. Mr. Harrell, Mark Joye, and Mr. Carroll have combined experience of more than 55 years practicing law.

Remembering the Lion of the Charleston County Bar

There is no way Joye Law Firm can replace a local icon like Reese Joye. He has been described by fellow attorneys (many of whom represented clients adverse to his own clients) as the “Lion of the Charleston County Bar.” Mr. Joye was a founding member of the National College for DUI Defense, founding president of the South Carolina Association of Criminal Defense Lawyers, and the primary organizer of the Charleston County Public Defender’s Office. Furthermore, he was instrumental in the debate in drafting the state’s DUI law over the past few years. In 2006, he was one of three attorneys asked to help draft legislation to replace South Carolina’s DUI laws.

– MORE –

**5861 Rivers Avenue • North Charleston, S.C. 29406-6096
(843) 554-3100 • (843) 554-6539 • www.joyelawfirm.com**

The death of Mr. Joye leaves an irreplaceable void for the law firm and for the South Carolina Bar. As such, the professionals at Joye Law Firm are committed to honoring him by continuing the firm's 40-year tradition of tenacious representation of its clients.

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.

###