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FOR IMMEDIATE RELEASE

Joye Law Firm Announces Winner of Fourth Annual Shoot Three and Win Challenge

13-year-old Hanahan native wins \$1,000 after perfect performance

NORTH CHARLESTON, S.C., Jan. 21, 2008—The members of Joye Law Firm are happy to announce the winner of its fourth annual “Shoot Three and Win Basketball Challenge.” Cameron Cox, 13, of Hanahan won the grand prize of \$1,000 on Saturday, Dec. 29 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.

The basketball challenge, which benefited the North Charleston Rotary Club’s scholarship program and Communities in Schools, was held in conjunction with the Piggly Wiggly Roundball Classic and allowed participants the chances to win \$50, \$200, or \$1,000. The Joye Law Firm paid all of the contest participants' winnings, with the total payout exceeding more than \$2,000 this year.

"The Joye Law Firm's sponsorship of this halftime contest is a big part of the tournament's success," said Tom McTighe, the tournament director. "We've always said this tournament is about more than great basketball, and having this contest really creates a sense of excitement among the thousands of fans who attend it each year."

As part of its sponsorship of the contest, the Joye Law Firm guarantees that one participant will win the grand prize of \$1,000 during the halftime of the tournament's championship game (which featured a gallant effort by a talented Pinewood Prep team of Summerville against Gonzaga of Washington, D.C. this year). While the firm is proud to annually sponsor this contest, it was especially gratifying this year after hearing how Cameron and his family were impacted by the contest.

Last fall, Cameron’s older brother, Chanler, 16, was diagnosed with Ewing's sarcoma in his heel and has been receiving chemotherapy treatment since that time. Chanler, a varsity baseball and basketball player at Hanahan High School, was in the hospital getting his fourth round of chemotherapy when Cameron had the opportunity to play in the Shoot Three and Win Challenge. Not only was winning the challenge exciting for Cameron and his family, it also provided them with a “brighter day,” according to Alyse Cox, Cameron and Chanler’s mom.

She continues in a letter to Joye Law Firm, “This is just to let you know that you brought some ‘joy’ to our family and to thank you for your generosity. Often times in life, we are faced with

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obstacles that we must overcome. We cannot be brought down, but must move forward for there will be brighter days ahead. This night was a brighter day! We continue to gain strength from the many blessings that God gives us.”

The entire staff at Joye Law Firm was touched by this family's story. Reese Joye, the firm's founding partner, remarked, "It's stories like these that make you wish you could find a way to give something to others every day. It really makes you count your blessings."

Ken Harrell, Joye Law Firm's managing partner, echoed these sentiments, stating, "Cameron's parents' letter really touched all of us. I think Cameron and his family are remarkable. We are committed to this tournament for years to come, especially after being a part of such a special story."

About the Shoot Three and Win Challenge

Participants enter a drawing for a chance to play in the halftime contests, which are held during most of the tournament games. The cost of entering the raffle-style drawing is \$1 per entry, or \$5 for six entries. Participants are chosen at random and have the opportunities 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.

Any participant who makes at least two shots is invited back on the final night of the tournament when one lucky individual wins a grand prize of \$1,000. To win the grand prize, winners from the previous halftime challenges are asked to participate in a free-throw shootout. If a participant misses any shot, he or she is eliminated. Participants continue to make shots until there is only one person left, who wins the grand prize.

About the Piggly Wiggly Roundball Classic

The Piggly Wiggly Roundball Classic plays host to nationally ranked high school basketball teams that are matched up against local favorites. The annual tournament, which has become a Charleston holiday tradition, was held Dec. 26 through 29, 2007, at West Ashley High School, located on West Wildcat Boulevard in Charleston.

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.

EDITOR'S NOTE: Alyse Cox's letter (with her permission) is available upon request. Also, photographs of the tournament and winners are available upon request.

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