

NEWS RELEASE

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MICHAEL S. BURG APPOINTED PRESIDENT OF THE AMERICAN TRIAL LAWYERS ASSOCIATION

Denver, Colorado, February 25, 2010 - Michael S. Burg, founder and shareholder of Burg Simpson Eldredge Hersh & Jardine, P.C. has been appointed President of The American Trial Lawyers Association for 2010. Michael's one-year term officially became effective on Feb. 15, 2010.

The American Trial Lawyers Association is a national organization comprised of the country's Top 100 Trial Lawyers from each state. Selection into the Association requires superior trial skills, leadership, reputation and stature. The American Trial Lawyers Association seeks to recognize and promote excellence in the legal profession through practical educational programs, networking opportunities, and legal publications that deal with current issues facing trial lawyers today.

Speaking of his appointment, Michael Burg said, "I am very honored to be the 2010 President of The American Trial Lawyers Association. As a trial lawyer for the last 34 years, I firmly believe that trial lawyers can make a real difference in people's lives. Over the course of the next twelve months, I intend to work very closely with the Association's Executive Committee, to continue to promote the outstanding work of our member attorneys, and the incredible lengths to which they go to uphold the fundamental rights of individuals in court rooms across the country. The public needs to be aware that trial lawyers are there to make sure that large corporations, banks, insurance companies and individuals are held accountable when they act in a negligent or willful manner."

Kerry Jardine, Managing Partner of Burg Simpson, saluted Michael's appointment, saying, "Michael's appointment as President is excellent news for the Association and the wider legal community. As a trial lawyer, Michael's accomplishments are without comparison. Throughout his career he has fought tirelessly to protect the rights of individuals. He is a true 'fighter for justice', having taken on some of the largest corporations in America. His insight, drive and determination will be invaluable to the Association and its members. Everyone at Burg Simpson congratulates Michael on this prestigious appointment."

Mr. Burg originally founded Burg Simpson in 1977. Since that time he has become one of the most dynamic and successful trial attorneys in the country. Through his leadership, Mr. Burg has successfully obtained settlements, judgments and verdicts in excess of \$400 million.

Mr. Burg has been actively involved in many mass tort cases including Yaz/Yasmin, NSF, Ortho Evra, Vioxx, Zyprexa, Phen-Fen, Rezulin, PPA and Propulsid. Mr. Burg was appointed by the Honorable David Herndon, United States District Court for the Southern District of Illinois for Yaz/Yasmin Multi-District Litigation to serve as Co-Lead Counsel; by the Honorable David A. Katz of the United States District Court for the Northern District of Ohio to

serve as Co-Lead Counsel in the Ortho Evra Products Liability Multi-District Litigation; by the Honorable Eldon Fallon, United States District Judge, Eastern District of Louisiana, to serve as a member of the State Liaison Committee for the Vioxx Multi-District Litigation; and by the Honorable Jack Weinstein, United States District Judge, Eastern District of New York, to serve as a member of the Plaintiff Steering Committee for the Zyprexa Multi-District Litigation.

Mr. Burg has served as Lead Trial Counsel in over 150 trials, trying complex commercial, product and personal injury cases. He is also counsel for investors in litigation and asset-backed security litigation. He currently serves as co-lead counsel on major lawsuits seeking redress for investors defrauded through the use of Collateralized Debt Obligations [CDOs]. He recently received a landmark decision from a Connecticut State Court Judge who ordered UBS to post a \$35 million bond.

Mr. Burg lectures frequently both locally and nationally on a variety of topics including personal injury, proving damages, complex commercial cases, starting and building a law firm, effective settlement negotiations, and legal ethics. He has served as an Adjunct Professor of Law at the University of Denver College of Law and presently serves on the school's Alumni Counsel.

Mr. Burg has received numerous accolades and national awards for legal service over the past 30 years. He has achieved the highest rating from his peers for quality of legal work, professionalism, and ethics by receiving an "AV" rating by Martindale-Hubbell. He has been named to Colorado Super Lawyers® 2006-2010, and is listed in Best Lawyers in America 2007-2010. Mr. Burg has earned the rank of Advocate of the American Board of Trial Advocates, and was awarded the title of Life Fellow by the American Board of Trial Advocates. He is a Sustaining Fellow of the Roscoe Pound Institute and has also been recognized as a Fellow of the Litigation Counsel of America, membership of which is limited to less than one-half of one percent of American lawyers.

Mr. Burg was chosen as a member of these distinguished groups because of his exemplary commitment to his profession, his community and to his clients.

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