



FOR IMMEDIATE RELEASE

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**STATE SENATOR HEATHER CLOUD’S FALSE ADVERTISING BILL MOVES THROUGH THE
LEGISLATURE**

Senate Bill 395, authored by District 28 State Senator Heather Cloud (R-Turkey Creek), continues to move through the legislature after approval by a 28-6 vote by the Louisiana Senate on Thursday, May 15, 2009.

Senator Cloud’s bill would make it unlawful for attorneys to advertise with false, misleading, or deceptive statements about the size of monetary reward their client claims to have received from a settlement. The bill would require advertisements to disclose the amount their client actually received after all legal expenses and fees had been deducted. Each individual advertisement would be deemed a violation of this measure, declared unlawful, and considered an unfair or deceptive trade practice.

“Attorney advertising is a black eye in the face of Louisiana,” said Senator Cloud. “These advertisements are encouraging lawsuits with false promises and the public deserves to know the truth.”

SB 395 now moves to the House of Representatives for approval. To view SB 395 and Senator Cloud’s other bills, please visit www.legis.la.gov.

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