

To comply with the notice issued by the Supreme Court Committee on Attorney Advertising, we have provided the following information about honors and accolades listed on the Eichen Crutchlow Zaslow, LLP website.

### Better Business Bureau

The Better Business Bureau is part of the International Association of Better Business Bureaus, Inc., separately incorporated Better Business Bureau organizations in the US, Canada and Mexico and BBB Institute for Marketplace Trust, Inc. Businesses must apply to be accredited by the Better Business Bureau. BBB accreditation standards can be found at <https://www.bbb.org/bbb-accreditation-standards>.

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

### The National Trial Lawyers Top 100 Trial Lawyers

The National Trial Lawyers Top 100 Trial Lawyers is issued by Legal Associations Management, Inc.

Per the National Trial Lawyers' website, "Selection is based on a thorough multi-phase objective and uniformly applied process which includes peer nominations combined with third-party research. Membership is extended only to the select few of the most qualified attorneys from each state or region who demonstrate superior qualifications of leadership, reputation, influence, stature and public profile measured by objective and uniformly applied standards in compliance with state bar and national Rule 4-7." A description of the selection methodology can be found at <https://www.thenationaltriallawyers.org/about/faq/>.

Please note that this accolade may be extended to as many as 100 attorneys in each state, meaning the number of attorneys invited to join will exceed the "100" in the title of the award.

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

### The Best Lawyers in America

The Best Lawyers in America is issued by *Best Lawyers*, owned by Levine Leichtman Capital Partners ("LLCP"). Nominees are peer-reviewed. Per the website, "Best Lawyers employs a sophisticated, conscientious, rational, and transparent survey process designed to elicit meaningful and substantive evaluations of the quality of legal services" and "recognized lawyers are automatically re-nominated for the next Best Lawyers research cycle," but being renominated does not guarantee inclusion in the list for any following years. A full description of the selection methodology can be found at <https://www.bestlawyers.com/methodology>.

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

### The Best Law Firms in America

The Best Law Firms in America is issued by *Best Lawyers* and *U.S. News and World Report*. In order to be eligible for selection, "A firm must have at least one attorney who is recognized in the current edition of Best Lawyers in a 'Best Law Firms' ranked practice area / metro area. All of the quantitative and qualitative data is then combined into an overall 'Best Law Firms' score for each firm. Because firms were often separated by small or insignificant differences in overall score, we use a tiering system rather than ranking law firms sequentially. The number of tiers included in each practice area or metropolitan area ranking varies, and some specialties may not be ranked in metro areas in which there is not enough

data to provide rankings in a particular specialty.” A full description of the selection methodology can be found at <https://bestlawfirms.usnews.com/methodology.aspx>.

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

### National Association of Distinguished Counsel: Nation’s Top One Percent

The National Association of Distinguished Counsel: Nation’s Top One Percent is issued by the National Association of Distinguished Counsel.

Per the website, “Candidates are identified either by nomination or an in house research team. Nominations are accepted from members of NADC, fellow attorneys, and current or former clients. Once prospective candidates are identified, a lengthy vetting process is employed by NADC researchers.” A full description of the selection methodology can be found at <https://www.distinguishedcounsel.org/selection-process-2/>.

Please note that this accolade may be extended to attorneys in each state; however the NADC states that “Specifically, less than 1% of practicing attorneys in the United States are members of the ‘Nation’s Top Attorneys.’”

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### American Institute of Personal Injury attorneys: 10 Best Law Firms for Client Satisfaction

The American Institute of Personal Injury attorneys: 10 Best Law Firms for Client Satisfaction list is issued by the American Institute of Legal Counsel. Per the website, there are three steps in the selection process:

“STEP 1: The Attorney must be nominated by the Institute, Client, and/or Peer.

STEP 2: Our review committee researches the Attorney for the above criteria narrowing the nominations down to ensure that all the above criteria is met or exceeded.

STEP 3: The list of the ‘10 Best’ nominations goes to the final selection process where the 10 Best Attorneys representing the Best of the Best are selected.”

A full description of the selection methodology can be found at <http://www.aiopia.org/selection/>.

Please note that this accolade may be extended to as many as 10 attorneys in each region, and there may be multiple regions in any given state, meaning the number of attorneys given the award will exceed the “10” in the title of the award.

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### New Jersey Super Lawyers

The Super Lawyers list is issued by Thomson Reuters. Per the website, “Super Lawyers selects attorneys using a patented multiphase selection process. Peer nominations and evaluations are combined with independent research. Each candidate is evaluated on 12 indicators of peer recognition and professional achievement. Selections are made on an annual, state-by-state basis.” A full description of the selection methodology can be found at [https://www.superlawyers.com/about/selection\\_process.html](https://www.superlawyers.com/about/selection_process.html). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

### Multi-Million Dollar Advocates Forum

Multi-Million Dollar Advocates Forum is issued by Million Dollar Advocates, LLC. Per the website, "Membership is limited to attorneys who have won million and multi-million dollar verdicts and settlements. There are over 5000 members throughout the country." A full description of the qualification procedure and membership application can be found at

<https://www.milliondollaradvocates.com/Membership-Application-&Qualification-Procedure>.

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### Best of the Best Attorneys

Best of the Best Attorneys is issued by 2019 BBA. Per the website, "Best of the Best Attorneys examines and considers the below criteria when an Attorney's packet is reviewed/considered:

- Client/Peer Reviews
- Advanced Degrees
- Other/previous Awards received
- Professional Associations
- Publications
- Speaking Engagements
- Must not have faced or been subject to any Attorney Grievance Committee discipline
- Standing in their State Bar

This list represents what factors we consider in an Attorney nomination. However, an Attorney may also request that we consider other information not listed above. When this is requested, we do so on a case by case basis."

A full description of the eligibility requirements can be found at

<http://bestofthebestattorneys.org/about-us/>.

Please note that this accolade may be extended to attorneys in each state; however the BBA states that "Of the 1.3 million attorneys practicing in the United States less than .05% of Attorneys will receive this distinction."

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

### American Association of Attorneys Advocates™ Top Ranking Attorney

American Association of Attorneys Advocates™ Top Ranking Attorney award is issued by the American Association of Attorneys Advocates™. Per the website, the "platform provides potential new clients with a FREE venue to find the most highly qualified Attorney or Firm. AAAA does the research for them leading them directly to the most highly qualified advocates. Our team has searched comprehensively for Client Reviews on all the major review venue websites as well as vetted Attorney against any State Bar Complaints all researched and measured by objectively applied uniform standards in compliance with State Bar and National Rule 4-7."

A full description of the qualification procedure and membership application can be found at

<https://americanassociationofattorneyadvocates.com/about/>.

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## American Institute of Trial Lawyers Litigator of the Year

American Institute of Trial Lawyers Litigator of the Year is issued by the American Institute of Trial Lawyers. Per the Website, it is “an invitation only professional organization composed of premier trial attorneys from each state. Selection is based on a thorough multi-phase process which includes peer nominations and third party research. Each member must be in good standing with their local compliance organization. Membership is extended to only a select few in each state and/or region.”

A full description of the qualification procedure and membership application can be found at <https://aiotl.org/benefits-of-membership/>.

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