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**CROWELL & MORING GAINS PROMINENT FALSE ADVERTISING
LITIGATION PARTNER CHRIS COLE**

Washington, D.C. – December 12, 2012: Crowell & Moring LLP is pleased to announce that Christopher A. Cole, former advertising litigation practice chair at Manatt, Phelps & Phillips, LLP, has joined the firm as a partner in the Advertising & Product Risk Management Group in Washington, D.C. Cole will co-chair the group with Crowell & Moring partner Bridget E. Calhoun. With 20 years experience, Cole is a seasoned complex commercial litigator who advises clients on matters relating to advertising and media controversies, unfair competition, and green marketing claims, as well as compliance and risk prevention. In addition, Cole regularly handles the defense of class action litigation as it relates to false advertising and defends clients in federal enforcement proceedings before the Federal Trade Commission (FTC), state attorneys general, and other regulatory bodies.

Cole arrives to the firm on the heels of partner Cheryl A. Falvey, former general counsel of the U.S. Consumer Product Safety Commission (CPSC), and partner John H. Fuson, former associate chief counsel at the U.S. Food and Drug Administration (FDA), who joined the firm in recent months. The new additions are part of Crowell & Moring's ongoing and strategic expansion of the firm's litigation, advertising, and product risk management capabilities.

"Our dynamic Advertising & Product Risk Management Group is growing and attracting top talent such as Chris, Cheri, and John, because of the team's unique, multi-disciplinary approach to working with clients on some of their most sophisticated matters in the courts and before regulatory agencies. The addition of Chris further enhances our group's ability to partner with clients as they navigate complex legal and regulatory regimes while mitigating the risks associated with the design and promotion of their products and services. This is particularly critical for clients who seek to develop innovative strategies to grow their businesses to be competitive in today's market. We are thrilled to have Chris join our expanding team," said Calhoun, co-chair of Crowell & Moring's Advertising & Product Risk Management Group.

Cole regularly advises clients on matters regarding the development, substantiation, approval, and defense of advertising and labeling campaigns. His clients include some of the world's leading companies in industries such as food and beverage, media and telecommunications, and consumer products. He has

handled a wide range of legal issues related to intellectual property, energy and environmental law, contracts, antitrust, and false advertising. Cole has represented clients in courts, before federal agencies and before the advertising industry's self-regulatory body, the National Advertising Division of the Council of Better Business Bureaus (NAD).

"It is an exciting time to be an advertising and consumer protection lawyer, as few areas of law are changing as rapidly. Clients are experiencing increased regulatory enforcement at both the federal and state levels. They are subject to expanding risks from consumer fraud class action cases, as well as false advertising litigation risks under the federal Lanham Act. Crowell & Moring allows me, in collaboration with my colleagues, to meet my clients' broad range of needs on these complex matters. The firm has a well-deserved reputation for regulatory preeminence and litigation excellence. Given its entrepreneurial drive and desire to expand in the consumer protection industry, I am thrilled to join this team," said Cole.

Cole received his B.S. in biology from Yale University, his M.S. in marine biology from the University of Miami, and his J.D., *magna cum laude*, from Boston University School of Law.

Crowell & Moring LLP is an international law firm with approximately 500 lawyers representing clients in litigation and arbitration, regulatory, and transactional matters. The firm is internationally recognized for its representation of Fortune 500 companies in high-stakes litigation, as well as its ongoing commitment to pro bono service and diversity. The firm has offices in Washington, DC, New York, Los Angeles, San Francisco, Orange County, Anchorage, London, and Brussels. Visit Crowell & Moring online at <http://www.crowell.com>.