

## **NOTICE TO THE BAR**

### **Re: Committee on Attorney Advertising Internet E-Mail Advertisement**

The Committee on Attorney Advertising has determined that e-mail communications sent as Internet advertisements pursuant to RPC 7.2(a) and that are a form of personal contact with a prospective client for the purpose of obtaining professional representation under RPC 7.3(a) must comply with the requirements of RPC 7.3(b). The specific requirements of RPC 7.3(b)(5)(i, ii, and iii) and Attorney Advertising Guidelines 1 and 2 must be met in such e-mail communications. Conformance to RPC 4.2 is also required when such solicitations are made.

George J. Kenny, Esq.  
Chair, Committee on Attorney Advertising

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