

High profile lawyer, Rex Parris, uses MJI's Addressable Minds, powered by IdeaMap.Net to optimize trial arguments in historic \$370 million award

White Plains NY and Los Angeles CA – July 28, 2009 Moskowitz Jacobs Inc. (MJI), a global leader in Messaging Optimization Solutions, today announced that R. Rex Parris, the lead attorney for the employees in a defamation law suit, was awarded **\$370 million** after utilizing *IdeaMap.Net's Addressable Minds* solution to optimize his arguments.

IdeaMap.Net's Addressable Minds solution allows lawyers to quickly identify the most compelling combination of arguments in their case to maximize the likelihood of achieving the verdict they desire. With *Addressable Minds*, all content including framing statements, evidence, collateral factors, etc, can be analyzed and optimized.

“This quantitative technique really helped me frame my courtroom arguments...The net result...The jury returned one of the biggest verdicts in the history of Los Angeles County for a defamation case”, said R. Rex Parris, the lead attorney. **“The tested messages were dead-on. I knew exactly what to say and what *not* to say.”**

Background:

Mr. Marciano filed his first Complaint on August 13, 2007 in the Superior Court of the State of California for the County of Los Angeles - Central District. Mr. Marciano filed two subsequent amended complaints, finally alleging that the cross-complainants conspired and acted in concert with each other to steal his assets, money, art work, wine collection and other property in excess of \$60 million. Mr. Marciano inflated this amount over time, eventually arriving at an alleged loss of \$413 million. He alleged the cross-complainants were aware of each others' plans to steal his art and that they conspired to commit one of the largest art thefts United States' history, in terms of quantity of art stolen. He further alleged they gained access to the art, hid, stole and then converted the pieces. The art allegedly stolen includes important works from renowned contemporary artists such as John Chamberlain, Ed Ruscha, Robert Rauschenberg, Jeff Wall, Jim Dine and Roy Lichtenstein.

A liability trial was held in Los Angeles Superior Court on May 15 and May 18, 2009. Judge Elizabeth Allen White found that Marciano was liable for defamation and intentional infliction of emotional distress against each cross-complainant, and that he had committed those acts with the malice, oppression and/or fraud necessary to justify an award of punitive damages. Following the liability prove-up, Judge White set a jury trial for damages for July 20, 2009. After hearing hours of live testimony and reviewing dozens of exhibits, the jury found Marciano liable to each of the five cross-complainants for over \$69 million in compensatory damages and \$5 million in punitive damages, a total of over \$74 million each. The combined value of the verdict is over \$370 million.

About Moskowitz Jacobs Inc.

For over 26 years MJI and its subsidiaries have served as a strategic marketing communications partner to a wide array of blue chip corporations globally. Through our proprietary *IdeaMap.Net* methodology, MJI has assisted clients in optimizing their strategy.

Whether the goal is to optimize value propositions, product positioning or messaging, create compelling visual aids, identify effective packaging characteristics, establish winning advertising campaigns, optimize trial arguments or maximize direct mail response rates, MJI has built its reputation on its ability to understand complex issues, target relevant audiences, and then design powerful, motivating communications to maximize impact on the audience. *Addressable Minds* enables one-to-one segment identification enabling immediate actionable segmentation.

Contact:

Bert Krieger bkrieger@mji-designlab.com (914) 421-7456

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