

IN THE SUPREME COURT OF THE STATE OF ALASKA

ORDER NO. 1426

Amending Alaska Rules of Professional Conduct 7.3 concerning direct contact with prospective clients.

IT IS ORDERED:

1. Paragraph (c) of Alaska Rules of Professional Conduct 7.3 is amended to read as follows:

(c) Every written or recorded communication from a lawyer soliciting professional employment from a prospective client known to be in need of legal services in a particular matter, and with whom the lawyer has no family or prior professional relationship, shall include the words "Advertising Material" on the front of the outside envelope and at the beginning and ending of any recorded communication.

DATED: February 8, 2001

EFFECTIVE DATE: April 15, 2001

/s/ _____
Chief Justice Fabe

/s/ _____
Justice Matthews

/s/ _____
Justice Eastaugh

/s/ _____
Justice Bryner

/s/ _____
Justice Carpeneti