

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