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News Release

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Keller and Heckman Invests in California's New Green Chemistry Initiative; *Firm with Ratio of Approximately One Scientist to Every Three Lawyer Positions to Assist Clients with New Regulatory Guidelines*

SAN FRANCISCO, CALIF.—Keller and Heckman LLP reports that its unique team of scientists and lawyers is leading the charge to assess and mitigate the impacts of California's new Green Chemistry Initiative on businesses. The State's consumer products industry is expected to be affected by the new mandates recently signed into law by Governor Schwarzenegger.

Launched in 2004 as an initial analysis of the key chemical challenges facing the State, the initiative has evolved into legislation through a set of laws intended to manage toxic chemicals in California. Last month, the Governor signed two Green Chemistry bills that together will expand the State's authority by 2011 to regulate the 80,000 industrial chemicals used in the United States* and to establish a clearinghouse for chemical information available to the public.

Fresh from its recent expansion in San Francisco, the Washington, D.C. based Keller and Heckman is making the state's new Green Chemistry Initiative a priority for firm resources. "There is a very short timeline for businesses to react to the Green Chemistry Initiative. As a science-based law firm, our approach is to ensure that risk evaluations are based on sound science and to assist clients that have products at risk to make sound decisions before switching to alternatives should that be necessary." according to Leslie Krasny, partner in the firm's San Francisco office. "Depending on the product, the impact on a company could be minimal or dramatic," adds Krasny who specializes in food and consumer products law and is a frequent speaker on regulatory issues.

Keller and Heckman is also assessing the business response to enforcement provisions of the new law and the potential for litigation. Tracking down this aspect is Dan Herling, a partner in the firm's San Francisco office and veteran in handling complex commercial litigation disputes. Herling works with an in-house team of 25 top tier scientists who understand a product's history, testing process and the regulatory environment in which it sells. They hail from the fields of chemistry, toxicology, chemical engineering, electrical engineering and industrial hygiene.

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“We anticipate CAL/EPA’s stated focus, which includes strengthening consumer protection laws, to not only increase the scrutiny of existing and alternative products but to increase the risk of litigation,” says Herling.

Keller and Heckman was founded in Washington D.C. in 1962, the Brussels office opened in 1992, the San Francisco office in 2001 and the Shanghai office in 2004. Its San Francisco practice addresses all regulatory matters related to food safety, claims for conventional foods and dietary supplements, recalls, Prop 65 assessments and litigation, product liability, class actions, commercial and intellectual property litigation, labor and employment, occupational safety and health issues.

For more information please contact Tara Busby at 202.434.4174, or visit khlaw.com.

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