

## BERG INJURY LAWYERS

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**FOR IMMEDIATE RELEASE**

### **Prominent California Attorney William Ginsburg Joins Berg Injury Lawyers**

**ALAMEDA, Calif., March 2, 2010**—Berg Injury Lawyers is pleased to announce the addition of veteran trial attorney William S. Ginsburg to its ranks as senior litigation counsel. He comes to the Northern California law firm with nearly 30 years of experience in trial litigation. Mr. Ginsburg has tried many complex cases to verdict or judgment in state courts, including handling cases in the California Supreme Court and the California Courts of Appeal.

“The most satisfying part of a litigation practice is helping someone who has been treated unfairly or disrespected,” Ginsburg said. “That really gets me going, makes me want to fight for the client with everything I’ve got.”

One of his main goals is to help focus the firm’s litigation practice on achieving practical solutions and obtaining positive results for clients. This means working together with everyone at the firm to maintain a unified approach to litigation from the outset of each case as well as modifying methods when appropriate, Ginsburg explained.

Before joining Berg Injury Lawyers, Mr. Ginsburg focused his practice in insurance defense for more than 25 years. His vast experience and knowledge of the insurance industry now provides an inside edge when litigating against similar companies.

“The defense side generally uses a disciplined approach to litigation, since the work is overseen by several layers of legal department managers and claims department managers,” he said. “We’ll work on applying that kind of discipline here to keep our practice focused on what needs to be done to advance our clients’ cases.”

Mr. Ginsburg earned his law degree from the University of California, Davis, and his bachelor’s degree from the University of California, Berkeley.

“Mr. Ginsburg has an outstanding reputation in the profession and brings considerable knowledge in his field. He’s going to be a great asset to our team.”

**William Berg**  
*Attorney*  
Berg Injury Lawyers

– MORE –

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### **About Berg Injury Lawyers**

Berg Injury Lawyers has successfully litigated a wide range of personal injury claims throughout northern California since 1981. With a staff of more than 70 legal professionals, the Alameda-based law firm specializes in plaintiffs' personal injury law and has offices in Alameda, Fresno, Modesto and Sacramento. The attorneys at Berg Injury Lawyers take great pride in their reputations as aggressive litigators and persuasive negotiators always committed to representing the rights of individuals injured by the negligent conduct of others. For more information, visit [www.BergInjuryLawyers.com](http://www.BergInjuryLawyers.com).

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