



FOR IMMEDIATE RELEASE:

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**Florida's Former Insurance Consumer Advocate Sean Shaw Accepts Position
With Policyholder Advocate Law Firm Merlin Law Group**

Tampa, FL (December 1, 2010) – Merlin Law Group®, a firm focused on property insurance law and advocating for the policyholder both in and outside of the courtroom, is pleased to announce the addition of attorney Sean Michael Shaw to its Tampa, FL, office.

Mr. Shaw's previous position as the Insurance Consumer Advocate at the Florida Department of Financial Services lends itself perfectly with his new position at Merlin Law Group, which prides itself on being the Policyholders Advocate.

As Florida's Insurance Consumer Advocate, Mr. Shaw often testified before the Florida legislature on various insurance issues. While in that role, Mr. Shaw's contributions included bringing together experts from all sides of the insurance industry in a roundtable format so as to provide recommendations to the Florida legislature for improvements to the state's insurance system.

William F. "Chip" Merlin, Jr., president of Merlin Law Group, feels very fortunate that one of Florida's most impressive young leaders has decided to join the law firm to help Florida's citizens and businesses obtain justice.

"Sean is an exceptional and professional advocate. His educational pedigree and prior experiences, including being Florida's Consumer Insurance Advocate, have prepared him well for the courtroom battles he will face.

Insurance companies are professional litigation machines. They don't delay and deny claims without having armies of lawyers trying to support those actions and decisions.

Consumers of insurance need skilled, experienced and dedicated attorneys like Sean who protect consumers and level the playing field so justice can prevail. I am fortunate to practice law with so many other attorneys with similar dedication. Sean perfectly fits our firm's culture and purpose as the Policyholder's Advocate."

Earlier this year, Mr. Shaw left his position with the Department of Financial Services in Tallahassee to join the Alex Sink for Governor Campaign. He travelled extensively with Ms. Sink, serving as her special counsel. Because of his familiarity and knowledge of insurance issues in Florida, Mr. Shaw provided the campaign with critical analysis and advice regarding insurance matters and their possible impact on the consumer.

Sean's father, Leander J. Shaw, Jr., was the first African-American judge to serve as Chief Justice of the Florida Supreme Court and was Sean's source of inspiration.

“Watching and learning from my dad, I always knew that I wanted to speak for those who feel they don’t have a voice. Advocating on behalf of Floridians, specifically those who are confused or overwhelmed about their legal rights when it comes to insurance issues is what drives me, and I am excited to continue doing so as part of Merlin Law Group” said the younger Mr. Shaw.

Mr. Shaw attended Princeton University where he received a Bachelor of Arts degree. He then earned his Juris Doctorate at the University of Florida, Levin School of Law. A member of the Florida Bar, Mr. Shaw has practiced in the areas of civil, criminal and administrative litigation.

About Merlin Law Group

Merlin Law Group focuses on insurance law, with a mission to provide efficient and effective legal counsel, service, and advocacy to insurance policyholders and claimants. It provides legal services related to insurance claim presentation, insurance coverage litigation and insurance bad faith issues. Merlin Law Group has offices in Tampa, Coral Gables, and West Palm Beach, FL, and Houston, TX.

For more information, visit www.merlinlawgroup.com or the firm’s blog at propertyinsurancelawcoverage.com.

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