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Contact: Kevin Aschenbrenner
250-294-8431
kaschenbrenner@jaffepr.com

**Leading Financial Services, Regulatory and Privacy Attorney
Elena Lovoy Joins Bradley Arant Boulton Cummings**

BIRMINGHAM, Ala. (Oct. 6, 2011) – Bradley Arant Boulton Cummings LLP is pleased to announce that Elena Lovoy has joined the firm as a senior attorney in the Banking Practice Group. Lovoy brings to the firm decades of experience in advising the financial services industry on regulatory compliance and information privacy.

“Elena has such a strong background in regulatory and compliance issues, and we know she will be a tremendous asset to our banking practice,” said Firm Chairman Beau Grenier. “These are key areas for our clients, and we are pleased to add an attorney with Elena’s experience to our team of attorneys.”

Lovoy regularly advises banks and other financial institutions on matters related to compliance with state and federal laws, including TILA; ECOA; CRA; RESPA; HMDA; TISA; FCRA; Dodd–Frank Wall Street Reform and Consumer Protection Act; Regulation E; BSA; Anti-Money Laundering Requirements; OFAC; the USA Patriot Act; and state licensing requirements, financial services laws and regulations. She also develops and manages privacy and identity theft compliance programs for financial services clients.

Prior to joining Bradley Arant Boulton Cummings Lovoy was a solo practitioner in Illinois. She was previously a partner with Hudson Cook, L.L.P. and has held in-house legal positions with Compass Bank and Sears Roebuck. Lovoy is a frequent speaker and writer on regulatory compliance for the banking industry and other sectors.

Lovoy holds a J.D. from the University of Alabama School of Law, and an MBA and B.S. from the University of Alabama. She also has certifications as a compliance and ethics professional, an information privacy professional and an anti-money laundering specialist.

About Bradley Arant Boult Cummings LLP

Tracing its roots to 1871, Bradley Arant Boult Cummings LLP has approximately 400 attorneys in seven offices, and is one of the largest law firms in the Southeast. The firm maintains offices in Birmingham, Huntsville, and Montgomery, Alabama; Jackson, Mississippi; Charlotte, North Carolina; Nashville, Tennessee; and Washington, D.C.

The firm's lawyers serve clients locally, regionally, nationally and internationally, and provide services across a wide range of industries, including accounting, automotive, banking and finance, biotechnology, life sciences, construction, education, emerging business, energy, entertainment, equipment leasing, forest products, government contracts, health care, life sciences, hospitality, insurance, manufacturing, materials and aggregate production, media and communications, mining, municipal and public finance, oil and gas, pharmaceuticals and medical devices, public utilities, real estate, retail, steel, technology, telecommunications, textiles, transportation, and venture capital.