

Back-To-Back Eight Figure Tobacco Verdicts



Kelley/Uustal teamed up with the Alvarez Law Firm this year and took on Big Tobacco in two back-to-back trials in Broward County. The first jury returned a verdict for \$17.4 million dollars on February 20th, and the second jury returned a verdict for \$13 million dollars on March 25th. The juries ruled that Philip Morris USA and RJR Tobacco Company should be punished for intentional misconduct, and punitive damages were assessed against one or both of the defendants in each of the three-week trials.

"Our firms were truly honored to represent Vickie McKeever and Rose Pollari in these cases," said Bob Kelley. "They are both incredibly strong women who suffered devastating losses at the hands of the cigarette industry."

Rose Pollari has been a widow for 21 years. Her husband, Paul, died from lung cancer in 1994, the same year that the tobacco CEOs testified under oath before Congress that smoking cigarettes was not addictive, said Todd McPharlin, who represented Mrs. Pollari during the trial. "Paul Pollari struggled unsuccessfully to quit smoking many times over the years," said McPharlin, "and the jury saw ample evidence during the trial that the statements by the industry's top executives about addiction and lung cancer were belied by their own secret internal documents that were concealed from the American public and health officials for decades."

Ted McKeever also tried desperately to quit smoking for years, said Eric Rosen, who assisted McPharlin in both trials. "When Ted saw the CEO's testify before Congress he actually believed them," said Rosen. "Ted refused to believe that American companies would lie to their customers about the nature of their own product." Ted was diagnosed with emphysema in 1995 and lung cancer in 2006. He suffered for almost twenty years and had his right lung removed before he passed away in 2013. "Ted was a fighter," said McPharlin. "He managed to

stay alive through four depositions taken by the tobacco lawyers, and Vickie is doing her best to carry on the fight in his absence. They are courageous people."

Kelley/Uustal is proud to represent these families and others in their fight against the cigarette industry. The plaintiffs were represented in both trials by Kelley/Uustal attorneys, Todd R. McPharlin, Eric S. Rosen, Kimberly L. Wald, and Robert W. Kelley, and Alvarez Law Firm attorneys, Alex Alvarez, Michael Alvarez, Philip Holden, and Lisa Cabrera.



Rose Pollari and Vicki McKeever



Robert Kelley and John Uustal are the founding partners of the law firm of Kelley/Uustal, PLC. The firm, which believes in justice for all, has a long and distinguished track record of results in the practice areas of automobile accidents, catastrophic injury, wrongful death, dangerous products, automobile defects, medical malpractice, fraud & financial misconduct, business litigation and employee protection. The firm is headquartered in Fort Lauderdale, Florida, with offices located at Courthouse Law Plaza, 700 S.E. 3rd Avenue, Floor 3 and can be contacted at (954) 522-6601. Additional information about Kelley/Uustal may be obtained from the firm's website at www.justiceforall.com.