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http://www.martindale.com/Products_and_Services/Peer_Review_Ratings.aspx#8

Peer Review Ratings - The Martindale-Hubbell Peer Review Ratings help buyers of legal services identify, evaluate and select the most appropriate lawyer for a specific task at hand. Lawyer Ratings serve as an objective indicator that a lawyer has the highest ethical standards and professional ability and are used by buyers of legal services to justify their hiring decisions.

An explanation of the changed Martindale-Hubbell Peer Review Ratings - Martindale-Hubbell Peer Review Ratings reflect a combination of achieving a Very High General Ethical Standards rating and a Legal Ability numerical rating. A threshold number of responses are required in order to achieve a rating. For lawyers rated with the changed methodology the Martindale-Hubbell Peer Review Ratings will reflect the following:

- **General Ethical Standards Rating** - The General Ethical Standards rating denotes adherence to professional standards of conduct and ethics, reliability, diligence and other criteria relevant to the discharge of professional responsibilities.
- **Legal Ability Ratings** - For lawyers rated with the changed methodology, Legal Ability ratings will now indicate professional ability within a specific area of practice. Legal Ability ratings are based on performance in five key areas, rated on a scale of 1 to 5 (with 1 being the lowest and 5 being the highest). These areas are:
 - **Legal Knowledge** - Lawyer's familiarity with the laws governing his/her specific area of practice(s)
 - **Analytical Capabilities** - Lawyer's creativity in analyzing legal issues and applying technical knowledge
 - **Judgment** - Lawyer's demonstration of the salient factors that drive the outcome of a given case or issue.
 - **Communication Ability** - Lawyer's capability to communicate persuasively and credibly
 - **Legal Experience** - Lawyer's degree of experience in his/her specific area of practice(s)

The Martindale-Hubbell Peer Review Ratings - After a lawyer's General Ethical Standards and Legal Ability Ratings are confirmed, his/her ratings are aggregated to create an overall numeric rating for each rated Area of Practice. The numeric rating determines the Peer Review Rating, which includes a rating term and may include a Certification Mark:

- **AV[®] Preeminent™ (4.5-5.0)** - An AV[®] certification mark is a significant rating accomplishment - a testament to the fact that a lawyer's peers rank him or her at the highest level of professional excellence.
- **BV[®] Distinguished™ (3.0-4.4)** - The BV[®] certification mark is an excellent rating for a lawyer with some experience. A widely respected mark of achievement, it differentiates a lawyer from his or her competition.
- **Rated (1.0-2.9)** - The Peer Review Rated designation demonstrates that the lawyer has met the very high criteria of General Ethical Standing.