

Business

GET SNITCH QUICK

'Wall Street' stirs whistleblower outreach idea

EXCLUSIVE

By KAJA WHITEHOUSE

Wanna get rich? Snitch.

That's the new money-making mantra for folks with access to confidential information on Wall Street.

With the release of Oliver Stone's new movie, "Wall Street: Money Never Sleeps" in mind, **Stuart Meissner**, a securities lawyer based in Midtown, is tweaking a message made famous by the first "Wall Street": that greed is good for people standing on the right side of the law, too.

Uncle Sam recently started offering rich bounties to folks who help put away bad guys — like Gordon Gekko, the central character of Stone's film, played by Michael Douglas, who goes to jail for insider trading.

Meissner came up with the idea to advertise for snitches who know of illegal activity at their firm. His in-theater ads and fliers will recruit whistleblowers with the promise of riches to come.

"Having the ad right there with the movie reminds people who have information regarding securities violations, 'Hey, I can make money and also do a good thing,'" said **Meissner**, who previously worked with the

Informants wanted

A securities lawyer is hitching his whistleblower-wanted wagon to Oliver Stone's new "Wall Street" movie, with a promise of big bucks for people whose confidential info is used to win a financial penalty.



Michael Douglas (left) and Shia LaBeouf in a scene from "Wall Street: Money Never Sleeps"

An iconic image of Douglas as Gordon Gekko in "Wall Street"

The lawyer's cinema ad

financial crimes unit of the New York State Attorney General's Office.

The ads, which are set to music similar to the theme from "Law & Order," tell

moviegoers they can remain anonymous with their tips if they go through a lawyer. They also direct viewers to **Meissner's Web site at SECSnitch.com.**

A preview will be shown today at the Ziegfeld theater in Midtown, and the movie opens nationally on Friday.

Snitches gained this new respect in July, when as part

of the massive financial reform bill, Congress passed the so-called whistleblower law, which promises up to 30 percent of anything the Securities and Exchange Commission collects over \$1 million for tips on corporate wrongdoing that lead to a financial penalty.

A whistleblower responsible for the SEC's historic \$550 million fine against Goldman Sachs in July, for example, could have pocketed a cool \$165 million. It's unclear if there was a whistleblower in connection with the SEC's case against Goldman, which paid the fine without admitting wrongdoing.

Meissner said he picked theaters he suspects will attract the biggest Wall Street crowds, such as Chelsea Cinemas on West 23rd Street and the Ziegfeld on West 54th.

Gekko's protégé in the sequel, played by Shia LaBeouf of "Transformers" fame, lives in Chelsea, **Meissner** pointed out.

Meissner said he's filed four whistleblower complaints since the law was passed, including allegations against Wells Fargo, Bank of America and Plainfield Asset Management, a Stamford, Conn.-based hedge fund.

kwhitehouse@nypost.com