

# Names

BY CAROL BEGGY & MARK SHANAHAN

## On the rum

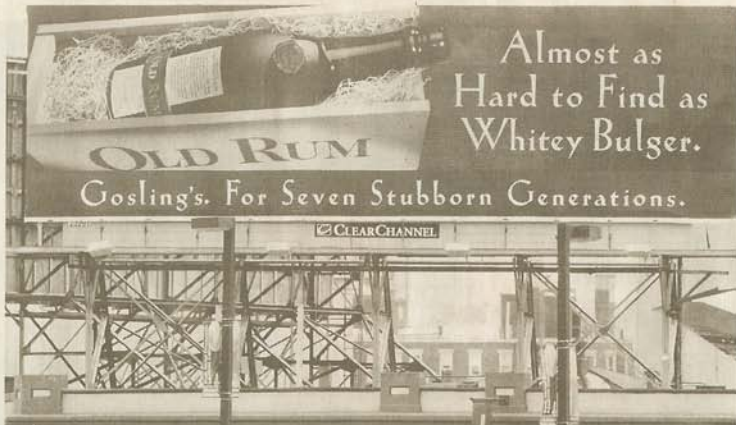
**1** Those traveling along the Massachusetts Turnpike near Fenway Park may catch a glimpse of a rather unusual billboard: an ad for the pricey Gosling's Family Reserve Old Rum that reads "Almost as hard to find as **Whitey Bulger**." The rum, which is new on the market and sells for \$50 a bottle, is getting special treatment in the area, where Bulger has become famous

for eluding authorities. "Gosling's is based in Bermuda, and it's that country's biggest export, but here in the US it's a fairly new brand," said **Glenn Kelley**, president of the Wellesley-based Kelley & Company, which created the billboard. "When we asked consumers to name other things that are very scarce, Whitey's name kept coming up, so we decided, just in Boston, we'd go with it."

## Holding court on TV

Add former Superior Court judge **Maria Lopez** to the list of former jurists who have a court TV show. In a multiyear deal worked out by local entertainment lawyer **George Tobia**, Lopez's show will be filmed in New York City and produced by Sony Pictures Television, said her spokesman **George**

released, although an industry insider said the show will be distributed this fall through Tribune Entertainment, which syndicates more than a dozen shows, including "Family Feud" and "South Park." Lopez, who has been working on her autobiography since leaving the bench, could not be



**1** The Gosling's Family Reserve Old Rum billboard on I-90.