



FOR IMMEDIATE RELEASE

Edge Legal Marketing Announces Strategic Alliance with PureTech Marketing

MINNEAPOLIS, MN – August 8, 2007 – Edge Legal Marketing, a Minneapolis-based marketing and public relations company serving the needs of companies targeting the legal market, today announced a strategic partnership with PureTech Marketing, specialists in marketing technology to professional service organizations based in the U.K. This partnership combines the expertise of both businesses, enabling best-of-breed marketing for both North American and European markets.

With this partnership, the companies will work together, when beneficial, for clients to better align their services on a global scale and provide a greater depth of expertise and insight.

“This relationship further solidifies our commitment to our clients, providing them with the services they need whether it be locally or internationally,” stated Amy Juers, founder and CEO of Edge Legal Marketing. “We are excited to work with PureTech Marketing, their team of experts and their clients to offer true global consulting.”

Sally Bellwood, Director of PureTech Marketing added, “The unparalleled experience PureTech Marketing has of the European market, coupled with the expertise Edge Legal Marketing has within the US, allows us the ability to market to the legal community on a whole new level as we face increased globalization and consolidation within the legal market. This is a very exciting partnership and we are thrilled to welcome Edge Legal to our silo of expertise, ultimately benefiting all our clients.”

Both Edge Legal Marketing and PureTech Marketing will be attending ILTA '07 in Orlando, Florida at the end of August to showcase this joint offering.

About Edge Legal Marketing

Edge Legal Marketing delivers marketing and public relations expertise to service, software and hardware providers targeting the legal market. They help B2B businesses market and sell their products and services to corporate legal departments, law firms, federal and state courts and legal associations. Edge Legal Marketing services include strategic planning, marketing and e-marketing action plans, alliance building, Web site development, market research, public relations and advertising (concept and media plans).

About PureTech Marketing

As a specialist in technology marketing, PureTech Marketing offers a range of consultancy services to technology vendors, resellers and solution providers. PureTech Marketing seeks to provide an exclusive service, offering complete outsourced marketing, bespoke marketing activity and consultancy services based on unrivalled technology marketing experience. For more information visit www.puretechmarketing.com



For more information, visit www.EdgeLegalMarketing.com or www.puretechmarketing.com

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