



FOR IMMEDIATE RELEASE

## Edge Legal Marketing Announces Expansion to Team of Marketing Professionals

**MINNEAPOLIS, MN – August 15, 2007** – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced the expansion of their team of marketing experts with the addition of Nicolle Martin. Martin serves as the director of strategic accounts and is responsible for working with clients on both strategic planning and execution of activity and supports the brand management at the firm. She is based in Minneapolis, Minnesota.

Edge Legal Marketing is a full-service agency in the legal space with a staff of industry marketing veterans who have experience in electronic discovery, facilities management, law firm marketing and more.

Martin has ten years of marketing experience. Before joining the company, she was a marketing director at Kroll Ontrack, where she worked for seven years on their electronic discovery, computer forensics and data recovery service lines. Her experience also includes communications and public relations positions for companies in the technology industry.

Martin received her Bachelor of Arts degree in English from the University of Minnesota –Duluth.

### **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).

For more information, visit [www.EdgeLegalMarketing.com](http://www.EdgeLegalMarketing.com).

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