



FOR IMMEDIATE RELEASE

Edge Legal Marketing Adds Research Analyst to Team of Marketing Professionals

Research will cover news, events, editorial and blog posts on e-discovery, corporate compliance and legal technology

MINNEAPOLIS, MN – November 1, 2007 – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced the addition of Vicki LaBrosse to the team of marketing professionals at the firm. LaBrosse will serve as a research analyst and is responsible for working with the account managers on both the legal and the accounting side of the business to align support for the clients they serve. She will be based in Minneapolis.

LaBrosse has more than eight years of experience in the corporate environment. She has extensive experience analyzing, evaluating and reporting on client marketing and conducting sales analysis. Additionally, she has led strategic teams, and has specialized in the research, development, and building of strategic national association alliances for her clients.

LaBrosse earned her business management degree from Minnesota State College and University.

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). The firm also supports the accounting industry with their services under the brand Edge Accounting Marketing.

For more information, visit www.EdgeLegalMarketing.com.

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