



FOR IMMEDIATE RELEASE

## Edge Legal Marketing Adds Online Survey Services

*Additional offering gives clients the ability to conduct market research through customizable surveys, reports and analysis*

**MINNEAPOLIS, MN – December 11, 2007** – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced the ability to provide online survey services to clients, including custom branding, distribution, reporting, and analysis.

Surveys provide legal vendors with information on client satisfaction, market trends, decision-making criteria, customer service, product viability, product/service feasibility and other business intelligence. Information obtained from surveys can be used to help develop strong marketing messages, such as conveying client satisfaction rates. Surveys also can be used to determine whether the market is ready for a new product/service and determine market perception.

### **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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