



**FOR IMMEDIATE RELEASE**

**ALM AND EDGE LEGAL MARKETING PARTNER TO BRING RE-INVENTED PRESS ROOM  
TO LEGALTECH NEW YORK**

*The Edge Room gives exhibitors and media a simple, online communication tool.*

**New York and Minneapolis – December 18, 2007** – ALM Events, host of the largest technology trade show and conference in the legal industry, and Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced a partnership to bring exhibitors and media closer together at LegalTech New York, scheduled for February 5-7, 2008. This partnership introduces The Edge Room – a new take on the old press room. The Edge Room will enable exhibitors to easily upload their company information and show announcements, and will give media attending the event electronic access to view this information and plan their meeting itineraries for the event.

“We have been looking for ways to increase the value and usefulness of our press rooms for both members of the working media and for exhibitors,” said Henry Dicker, vice president of ALM Events. “We are excited to partner with Edge Legal Marketing to offer a simple, secure, electronic way for vendors to get their messages to the media, and for the media to find out what they want to cover at the event.”

Media registered to attend LegalTech New York will be given a unique username and password to access the information submitted by exhibitors at the event. They will be able to plan their time prior to attending the show, and will have online access to view and download information on the companies in attendance and any information exhibitors submit.

Vendors interested in submitting information to this secure site can email [nmartin@EdgeLegalMarketing.com](mailto:nmartin@EdgeLegalMarketing.com) and a detailed email will be sent in mid-January, or they can visit [www.EdgeLegalMarketing.com/EdgeRoom](http://www.EdgeLegalMarketing.com/EdgeRoom) after January 14th to see the directions posted online. The deadline to submit information to this online database will be Monday, February 4, 2008.

**About ALM Events**

ALM Events is part of ALM's Conference and Trade Show Division, one of North America's largest producers of educational and networking events for business leaders and the legal profession. The division offers more than 300 conferences and two leading industry tradeshow annually, on a broad range of topics.

ALM is a leading integrated media company, focused on the legal, real estate and business communities. ALM currently publishes 33 national and regional magazines and newspapers. Other ALM businesses include online, book and newsletter publishing, market research and content distribution. More information on ALM is available at [www.alm.com](http://www.alm.com). ALM is an Incisive Media company.

Incisive Media is a rapidly growing provider of specialist business information, in print, in person and online. Incisive Media operates in four principal markets: financial services, risk management, professional services and marketing services. Incisive Media's market leading brands include *Investment Week*, *Post Magazine*, *Risk*, *Search Engine Strategies*, *Accountancy Age*, *Professional Pensions*, *Computing* and *Legal Week*. For more information, visit [www.incisivemedia.com](http://www.incisivemedia.com).

#### **About Edge Legal Marketing**

Edge Legal Marketing ([www.EdgeLegalMarketing.com](http://www.EdgeLegalMarketing.com)) 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).

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