



FOR IMMEDIATE RELEASE

LEGALTECH NEW YORK PRESS ROOM GOES GREEN

Edge Legal Marketing and ALM Events Partner to Bring The Edge Room - an Electronic Version of the Press Room - to LegalTech New York

New York and Minneapolis – January 23, 2008 – 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, have partnered to bring The Edge Room – an electronic version of the old press room – to LegalTech New York to be more environmentally-friendly.

Historically about 50 exhibiting companies would take advantage of the press room, and they each bring 25 press kits that average 40 pages each and perhaps a CD or two. That would mean that 50,000 sheets of paper are being used along with the folders they are placed in. Exhibitors at LegalTech New York will see the many benefits to participating in this new electronic press room and will help contribute to sustainability while promoting their companies through The Edge Room.

According to recent statistics on paper usage, one tree can produce 11,500 pages of 8 ½ x 11 20-pound paper. The Edge Room will help save almost a half ton of paper or about eight pulpwood market-sized trees.

With The Edge Room, exhibitors can easily upload their company information and post announcements so media attending the event can view this information in a secure environment and can plan their trade show itineraries. Media also will have the ability to request a media kit to be e-mailed or mailed directly to their offices.

In the past, there were stacks and stacks of media kits in a room, and a large amount of waste was generated after each show. The Edge Room makes it easier for media – they no longer have to carry around large amounts of media kits, and easier for exhibitors – by decreasing production time and waste. Exhibitors can have peace of mind that their press announcements and media kits get into the right hands. And, best of all – it helps out the environment.

Detailed instructions for exhibitors to submit information is posted at www.EdgeLegalMarketing.com/EdgeRoom and individual e-mails will be sent to all registered

exhibitors and members of the media so they will be able to access The Edge Room with a unique username and password. The deadline for posting information to The Edge Room will be Monday, February 4, 2008. If you are media and would like to request access to The Edge Room, contact nmartin@EdgeLegalMarketing.com.

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 200 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. 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.

About Edge Legal Marketing

Edge Legal Marketing (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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