



FOR IMMEDIATE RELEASE

**EDGE LEGAL MARKETING REPORTS SUCCESS OF THE EDGE ROOM™ AT LEGALTECH
NEW YORK 2008**

Minneapolis – March 4, 2008 – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, reported that The Edge Room (www.edgelegalmarketing.com/edgeroom) – a new take on the old press room – at LegalTech New York proved to be a success for both the media and the exhibitors. LegalTech New York is the leading trade show and conference for the legal technology industry and is produced by ALM Events.

“We were very pleased to see 85 exhibiting companies take advantage of The Edge Room,” said Henry Dicker, vice president of ALM Events. “This was a great opportunity for these companies to share their information and announcements with the media and we were happy to partner with Edge Legal Marketing to make this service available.”

Members of the media conducted more than 225 keyword searches between January 17th and February 18th on The Edge Room Web site.

“Our goal was to find a new and better way for the media and exhibitors to interact during a very busy time– and we are so pleased to see how many people embraced this service,” stated Amy Juers, founder and CEO of Edge Legal Marketing. “In addition to all the benefits of this Web service, it also decreased the amount of waste and paper products used at this event, which is great for the environment.”

Former *Legal Assistant Today* editor Ashley Johnson said, “This Edge Room is such an innovative and great idea. I have logged in multiple times and in fact a large portion of my products for What’s New will be from press releases I found there. It’s so convenient.”

The Edge Room will be available for LegalTech West Coast taking place June 26-27, 2008 and LegalTech New York 2009.

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.

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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