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ALM's LegalTech New York 2008 Attendee Survey Results Show Strong Sustained Financial Support for Technology in Law Firm and Legal Department Budgets Two Years Running

Survey conducted by Edge Legal Marketing identifies networking as the most valuable reason for attending show

MINNEAPOLIS, MN – March 18, 2008 –Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, and ALM Events, producer of the leading technology tradeshow and conference in the legal industry, today released the results from the attendee survey conducted at the conclusion of LegalTech New York 2008. This year's conference attracted a record breaking 13,000 attendees from New York and around the world, including law firm and corporate attorneys, their support staff, and IT professionals, in addition to hundreds of vendors serving the needs of legal professionals.

This year's survey results show that technology budgets for law firms and corporate legal departments are continuing to grow in 2008, although fewer respondents reported increases. This year, 53 percent of respondents said their budgets were growing, 42 percent said they were staying the same from the previous year, and seven percent reported budget decreases. In 2007, 67 percent of respondents said their firm or department's technology budgets were growing, and only three percent reported a decrease.

Survey respondents reported that other than the exhibit hall, networking was the main reason for attending the conference, followed by programs and educational tracks. While visiting the exhibit hall, respondents listed electronic discovery as their primary interest, followed by database management, document management, and litigation support. Data storage was listed as the main hardware the attendees investigated at the event.

"The legal technology industry is definitely continuing to grow," stated Amy Juers, founder and CEO of Edge Legal Marketing. "When looking at the results from the attendee survey over the last two years, it is evident that despite the growth, we are starting to see real trends developing and clear technology needs and developments emerge in the marketplace. It is very exciting to watch."



The survey was conducted by ALM Events and Edge Legal Marketing. Prospective participants were sent a link to a Web-based site with the questions. For full survey results, visit www.EdgeLegalMarketing.com.

LegalTech New York, produced by 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 tradeshows, as well as conferences in Europe and Asia. Attendance at the division's events, which span a broad range of topics including law, finance, natural resources, life sciences, multi-cultural marketing, real estate and health care, will exceed 40,000 executive-level decision makers this year. ALM is an Incisive Media company.

About Edge Legal Marketing

Edge Legal Marketing delivers marketing and public relations expertise to service, software and hardware providers targeting the legal market. The company helps 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.

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