



FOR IMMEDIATE RELEASE

**EDGE LEGAL MARKETING REPORTS SUCCESS OF THE EDGE ROOM™ AT
LEGALTECH NEW YORK 2009**

Minneapolis – March 25, 2009 – 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.TheEdgeRoom.com) – 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 Incisive Media Conferences and Trade Shows.

The Edge Room brought even more exhibitors and media closer together at LegalTech New York than ever before. Use of The Edge Room by exhibitors increased 20 percent over last year. More than 165 legal technology editors, thought leaders and bloggers had access to The Edge Room in the weeks leading up to and during the show.

The Edge Room enabled exhibitors to easily upload company information and show announcements, and gave media attending the event electronic access to search and view this information and plan their meeting itineraries. Exhibitors easily uploaded company information and posted announcements they wanted to share with media attending the event in a secure online format.

In addition, The Edge Room offered exhibitors new features this year, including:

- Ability to upload unlimited number of documents, including logos, product shots, videos and podcasts
- Link to exhibitor prospectus
- Access to the list of registered media
- Access to the preregistered attendee list
- Event discussion board

This year there was an increase in international participants over past shows, demonstrating that LegalTech continues to be the world's meeting place for legal technology leaders. Individuals from law firms or legal departments accounted for 78 percent of attendees, and of those 50 percent came from medium to large firms.

The Edge Room will be available for important announcements and company information during LegalTech West Coast, June 24-25, 2009, and LegalTech New York 2010!

For LegalTech exhibitor lists and other details, visit www.legaltechshow.com. Show information is also available through [LinkedIn](#) and [Twitter](#).

LegalTech is presented by Incisive Media Conferences and Trade Shows, a leading producer of educational and networking events for business leaders and professionals. Other Incisive Media events include Incisive Media Legal Conferences, Insight Information Conferences, the RealShare Conference series and the Search Engine Strategies conference series.

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).

###

Contact:
Carolyn Depko
Director of Media Relations
Edge Legal Marketing
732-533-5491
cdepko@EdgeLegalMarketing.com