



FOR IMMEDIATE RELEASE

**MASTERS CONFERENCE AND EDGE LEGAL MARKETING PARTNER TO BRING
“GREEN” PRESS ROOM TO THE 2009 EDUCATIONAL CONFERENCE**

“The Edge Room” gives exhibitors and media a simple online communication tool.

Orlando, FL and Minneapolis, MN – September 22, 2009 – The Masters Conference, an advanced legal educational experience, and Edge Legal Marketing, a marketing and public relations firm serving the needs of companies targeting the legal market, have partnered to bring The Edge Room—a “green” version of the old press room—to the 2009 conference. The conference, “Global Corporate Change – Navigating Discovery, Risk and Security,” will be held October 13-14, 2009, at the Ronald Reagan Building in Washington, D.C. The Edge Room is a “green” initiative and will enable sponsors and exhibitors to easily upload their company information and show announcements. This gives members of the media electronic access to view this information and plan their stories or meeting itineraries for the conference.

Sean Doherty, Law.com Technology Editor, stated, “The Edge Room is the next best thing to being at a conference to find out what is new from manufacturers and service providers—all in one place.”

“We believe The Edge Room is the press room of the future. 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,” explained Amy Juers, CEO and founder of Edge Legal Marketing. “We are excited to partner with the Masters Conference. It 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 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.”

Media interested in the Masters Conference 2009 will be given a unique username and password to access the information submitted by exhibitors at the conference. They will be able to plan their time prior to attending the show, and will have online access to search, view and download information on the companies in attendance.

Exhibitors and sponsors will receive access to The Edge Room today. Deadline to post information to The Edge Room is Monday, October 12, 2009. If you are a member of the media and would like to request a free press pass or would like access to The Edge Room, contact nmartin@EdgeLegalMarketing.com.

The Masters Conference will bring together experts and leading professionals from law firms, corporations, government entities and the bench to discuss strategies, practices and resources for managing the information lifecycle. To learn more about the conference, visit www.themastersconference.com.

About The Masters Conference

Since 2006, the Masters Conference has brought together experts and leading professionals from law firms, corporations and the bench to discuss strategies, practices and resources for managing the information lifecycle. The Masters Conference is an intimate forum where legal industry professionals can share, collaborate and obtain master knowledge of the most relevant topics in the legal industry today. By limiting attendance to 450 delegates, the Masters Conference is meant to be an exclusive opportunity to learn and network with the top legal professionals in the industry without battling large crowds and an overwhelming vendor hall. For additional information on the 2009 Masters Conference, please visit www.themastersconference.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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