



For Immediate Release

Edge Legal Marketing Announces Strategic Alliance with Mainstream Public Relations Agency

Combined talent gives clients branding and exposure beyond the legal and technology communities

MINNEAPOLIS, MN – November 16, 2009 – Edge Legal Marketing, a Minneapolis-based marketing and public relations company serving the needs of companies targeting the legal market, today announced a strategic partnership with LJS, Inc., a premier public relations agency specializing in mainstream media placement such as major daily newspapers, TV and radio broadcast. This partnership combines the talent of both businesses, enabling public relations expertise in both the legal media and mainstream markets.

Edge Legal Marketing provides strategic marketing and public relations services to companies targeting law firms, corporate legal departments and government agencies. The partnership with LSJ, Inc., allows it to broaden its public relations scope to include regular outreach to mainstream media publications such as the *Wall Street Journal*, *New York Times*, etc.

Headquartered in Chicago and formed in 1994, LJS, Inc., has established itself as a premier public relations agency serving clients throughout the United States. The agency's founder and principal, Lisa Spathis, has more than twenty-two years of experience in the public relations industry representing clients of all types and sizes -- from nationally recognized corporations, to regional businesses, start-ups and individual entrepreneurs-- in a myriad of industries

About Edge Legal Marketing

Edge Legal Marketing 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). For more information, visit www.EdgeLegalMarketing.com.

About LJS

Formed in 1994, Lisa J. Spathis, Inc., has served the broad public relations needs of clients of all types and sizes throughout the United States, securing thousands of interviews, feature stories, media placements and bi-line articles for those clients in national publications, major newspapers, trade journals and with television and radio broadcast media. LJS, Inc., was recognized for excellence for its work on the Chicago's Museum of Science and Industry's public relations campaign for its "Flight" exhibit which earned the coveted Silver Trumpet award.

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