



**FOR IMMEDIATE RELEASE**

**Edge Legal Marketing Launches Blog and Upgrades The Edge Room to Include Social Media Marketing**

*Blog, 'Share This,' RSS feed and Twitter provides more direct line from exhibitor to media*

**Minneapolis, MN – December 28, 2009** – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced an upgrade of The Edge Room to include social media marketing. This year when LegalTech New York exhibitors upload press releases and other items to The Edge Room, they will have the option to request posts or tweets to The Edge Room's social media outlets. A newly formed blog for The Edge Room will also feature 'Share This' functionality and RSS feed capabilities. Members of the media can now employ social media's push technology and receive updates within their RSS reader or Twitter accounts vs. logging into The Edge Room for recent exhibitor information.

This is the third year in a row that Edge Legal Marketing has provided The Edge Room for all LegalTech exhibitors and sponsors. The Edge Room® ([www.theedgeroom.com](http://www.theedgeroom.com)) is a modern take on the old press room. LegalTech New York, the world's largest legal technology event will be held February 1-3, 2010 at the Hilton New York. The Edge Room enables exhibitors to easily upload their company information and press releases, and gives media electronic access to view this information and get leading-edge stories and plan their meeting itineraries for the event.

"We are very excited to be entering into our third year of service with The Edge Room. I am pleased as to how many exhibitors use this avenue to get their products and solutions in front of editors. Our company is all about increasing brand awareness for our clients and The Edge Room is a medium where everyone can benefit. With travel and budget cuts still lingering, The Edge room gives members of the media access to vendor information as if they were at the show. It is with great honor to be part of this event again," stated Amy Juers, founder and CEO of Edge Legal Marketing.

Confirmed media representatives as well as exhibitors at LegalTech New York will be given a unique username and password to use The Edge Room. This is a place where exhibitors can upload any documents they want the media to access.

“We are excited to be bringing The Edge Room to LegalTech New York 2010,” said Henry Dicker, vice president, ALM Events and executive director, LegalTech. “It is a great way for media and exhibitors to connect through a simple, secure, and electronic medium. We have seen from past events that people seem to really like this complimentary service and we are happy to see it offered once again.”

Exhibitors will receive information about The Edge Room early January.

### **About Edge Legal Marketing**

Edge Legal Marketing ([www.EdgeLegalMarketing.com](http://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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