



FOR IMMEDIATE RELEASE

Edge Legal Marketing Adds Media Relations Expert Erin Jones to Account Leadership Team

Public Relations Veteran Named Senior Account Manager and Media Relations Strategist

MINNEAPOLIS, MN – November 7, 2012 – Edge Legal Marketing (<http://www.edgelegalmarketing.com>), a marketing and public relations firm serving the needs of companies targeting the legal market, today announced that Erin Jones has joined the company as senior account manager and media relations strategist. A seasoned messaging and media expert with decades of experience in legal and technology industry sectors, Jones will spearhead inventive media relations programs that drive brand recognition and leadership for Edge Legal Marketing's legal vendor clients.

"At Edge, we have established a proven legal marketing and public relations services model that gives clients the targeted and customized reach they need to attract their target audience," said Amy Juers, founder and CEO of Edge Legal Marketing. "As a highly accomplished public relations professional, Erin brings a wealth of expertise in the legal industry and beyond that will further enhance our suite of services. With her results-oriented approach and extensive network of media contacts, she will be a valuable addition to our growing team."

With more than 22 years of public relations and corporate communications experience, Jones has an impressive track record for building stand-out messaging programs and media placement campaigns that capture industry mind share and generate volumes of press coverage that track directly to clients' marketing goals. Prior to joining Edge Legal Marketing, Jones was a public relations consultant who played an instrumental role in developing the effective media relations strategies for large international organizations as well as industry start ups. Jones has also previously served as a public relations executive for Quest Software, VERITAS Software and Seagate Software, and has counseled numerous organizations on their public relations strategies including Iron Mountain Digital, Metalogix, Mimosa Systems (now part of Autonomy), Red Hat, and QUALCOMM. With years of both in-house corporate experience and agency-side client management, Jones has generated volumes of coverage for her clients including stories in *Bloomberg Businessweek*, *Forbes*, *Fortune*, *New York Times*, *USA Today* and *the Wall Street Journal*.

"Edge has truly set the bar in delivering innovative marketing and public relations programs for the legal market. Their combination of industry expertise, creativity and execution excellence is beyond compare," said Jones. "I am pleased to be joining a team of such talented and experienced marketing professionals and look forward to contributing to the ongoing success of Edge's growing list of clients."

Jones, who is based in Charlotte, earned a bachelor's degree in communications and public relations from California State University, Fullerton.

About Edge Legal Marketing

Edge Legal Marketing (<http://www.edgelegalmarketing.com>) 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, website development, market research, public relations, and advertising (concept and media plans).

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