



**FOR IMMEDIATE RELEASE**

**Edge Legal Marketing brings The Edge Room to LegalTech for Fourth Consecutive Event**

*The re-invented press room gives exhibitors and media a simple, online communication tool*

**New York and Minneapolis – June 17, 2009** – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced they would bring exhibitors and media closer together for a fourth consecutive LegalTech event with The Edge Room® ([www.theedgeroom.com](http://www.theedgeroom.com)), a modern take on the old press room. The Edge Room will be used for LegalTech West Coast - June 24-25 at the Los Angeles Convention Center. 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.

“The Edge Room was first introduced in an effort to make the press room at this event something of value to both the exhibiting companies and the media,” stated Amy Juers, founder and CEO of Edge Legal Marketing. “We see that an online press room is more important than ever in today’s economy. With the travel and budget cuts taking place at many publications, The Edge Room gives members of the media access to the announcements made by the exhibiting companies even if they are unable to attend the show.”

Confirmed media representatives as well as exhibitors at LegalTech West Coast 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 West Coast 2009,” said Henry Dicker, vice president, Incisive Media 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 be able to submit information to this secure site between now and June 23<sup>rd</sup>. Members of the media have already been given access.

**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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