



FOR IMMEDIATE RELEASE

Edge Legal Marketing Announces Its Exclusive Sponsorship of “Analysts Rundown” Session at LegalTech New York 2012

Key analysts covering electronic discovery, information, and risk management to participate

MINNEAPOLIS, MN – January 18, 2012: Edge Legal Marketing (<http://www.edgelegalmarketing.com>), a Minneapolis-based marketing and public relations company serving the needs of companies targeting the legal market, announced that it is the exclusive sponsor of a new event—an “Analysts Rundown” session at LegalTech® New York 2012. The session will be held from 8 a.m. to 9 a.m. on Wednesday, February 1, in Concourse A of the Hilton New York Hotel in Midtown Manhattan.

The Rundown will be a 60-minute “shootout” roundtable discussion featuring the key analysts who cover the eDiscovery, Information and Risk Management space. Each analyst will have the opportunity to show the marketplace his or her unique value proposition.

Panelists include key eDiscovery analysts David Horrigan, Esq., analyst, E-Discovery and Information Governance, 451 Research, a division of [The 451 Group](#); Barry Murphy, co-founder, principal analyst, the [eDJ Group, Inc.](#); Katey Wood, analyst at [Enterprise Strategy Group](#) (ESG); and Christine Taylor, analyst at the [Taneja Group](#).

eDiscovery professionals (and consumers) often do not have a deep history in IT and frequently do not understand the value provided by industry analysts or the difference between the various firms. This session aims to enlighten vendors at LegalTech New York (#LTNY)—the biggest and most important legal technology event of the year.

The roundtable will be moderated by Brad Blickstein of the [Blickstein Group, Inc.](#) Blickstein will provide analysts with the opportunity show eDiscovery providers the overall value of their work as well as help attendees differentiate between companies and offerings.

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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Contact:
Leslie Garrett
Edge Legal Marketing
651.451.6903
lgarrett@EdgeLegalMarketing.com