



FOR IMMEDIATE RELEASE

Edge Legal Marketing Receives 2013 Minnesota Excellence Award

Minneapolis – September 12, 2013 - [Edge Legal Marketing](#) has been selected for the 2013 Minnesota Excellence Award amongst all its peers and competitors by the [Small Business Institute for Excellence in Commerce](#) (SBIEC).

Each year the SBIEC conducts business surveys and industry research to identify companies that have achieved demonstrable success in their local business environment and industry category. They are recognized as having enhanced the commitment and contribution of small businesses through service to their customers and community. Small businesses of this caliber enhance the consumer driven stature that Minnesota is renowned for.

Edge Legal Marketing has consistently demonstrated a high regard for upholding business ethics and company values which is a trait seldom found in its industry. This recognition by SBIEC marks a significant achievement as an emerging leader within various competitors and is setting benchmarks that the industry should follow.

More specifically, Edge Legal Marketing's application included information and statistics pertaining to its proprietary online press room, [The Edge Room](#), which is used extensively for conferences and trade shows such as [LegalTech](#). The Edge Room is a virtual press room that is a new highly efficient take on the old press room. Exhibitors can upload digital media kits and press announcements and then media can search, download and connect with them before, during or after the event.

"We are extremely honored to receive this prestigious award," said Amy Juers, Founder and CEO of Edge Legal Marketing. "Our success is based on the ability to have foresight as to what the market needs and will respond to as well as offering strategic results and outstanding client services. While Edge is receiving this award, it really should be for our dedicated clients who make us who we are today."

As part of the industry research and business surveys, various sources of information were gathered and analyzed to choose the selected companies in each category. This research is part of an exhaustive process that encapsulates a year long immersion in the business climate of Minnesota.

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, as well as alliance building, website development, market research, public relations, and advertising (concept and media plans).

About SBIEC

The SBIEC is a leading authority on researching, evaluating and recognizing companies across a wide spectrum of industries that meet its stringent standards of excellence. It has spearheaded the idea of independent enterprise and entrepreneurial growth allowing businesses of all sizes to be recognized locally and encouraged globally.

Particular emphasis is given to meeting and exceeding industry benchmarks for customer service, product quality and ethical practices. Industry leading standards and practices have been developed and implementation of the same has been pioneered by the dedicated efforts of the business community and commerce leadership. More information on SBIEC can be found at www.sbiec.org

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Contact:

Vicki LaBrosse

Media Relations Manager

Edge Legal Marketing

651-552-7753

vlabrosse@EdgeLegalMarketing.com