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The legal industry standard for connecting buyers and sellers of legal services

Martindale-Hubbell knows how to position law firms and their lawyers online to create maximum exposure to buyers of legal services. More than one million monthly visitors turn to martindale.com®, recognizing that they'll find everything they need to make a smart buying or referral decision. The premier resource used by legal professionals worldwide, martindale.com drives three million searches monthly to subscribing law firms and lawyers.

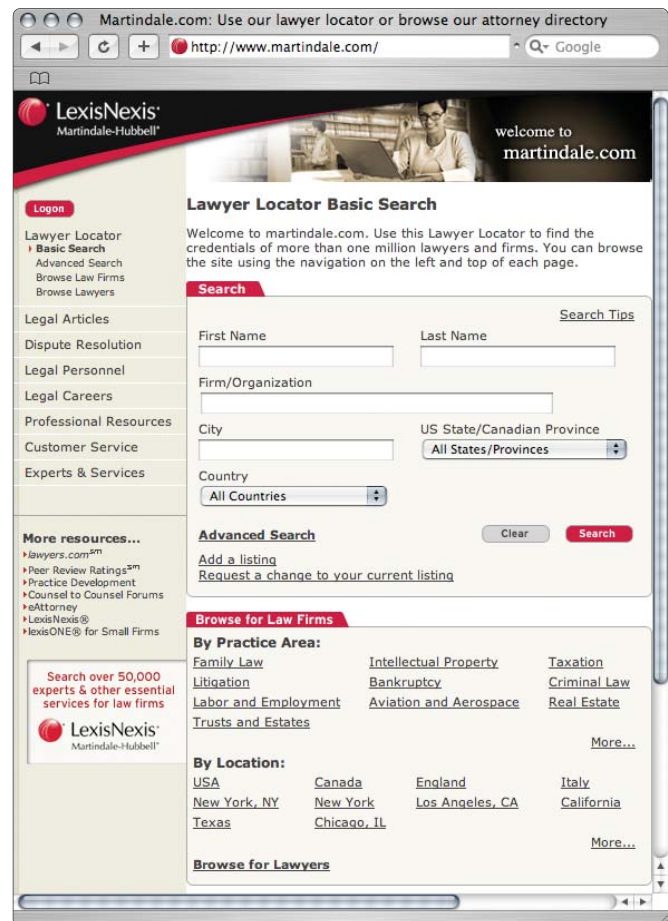
Firm and Lawyer Profiles Delivered in the Format Buyers Need

Recognizing that martindale.com provides the deepest, broadest data on law firms and lawyers, 8 out of 10 corporate counsel rely on the site to identify, evaluate and select outside legal counsel. Martindale.com delivers key data in a trusted, uniform format that enables users to make apples-to-apples comparisons. Unlike broad search engine-based queries, a search on martindale.com immediately returns meaningful results. Additional data points, including Peer Review Ratings, Legal Articles and Industry and Practice Group Profiles, provide key decision support information to help users make the right selection.

Experience Prime Placement in Search Engine Results

One of the largest buyers of legal keywords on the Web, Martindale-Hubbell drives more qualified users to your firm's information, tapping into resources that your firm cannot easily deploy independently.

Strategic online partnerships with top destinations like Google, MSN, Yahoo!, CNN and AOL, deliver buyers to your firm's profile and make your firm visible in more than 170 countries worldwide. Alliances with industry leaders including American Lawyer's Law.com, Inside Counsel, Corporate Board Member, Minority Corporate Counsel Association and the ABA further extend your firm's reach. Martindale-Hubbell is the exclusive lawyer directory on the Minority Corporate Counsel Association and ABA web sites.



For more information, please contact your Account Executive or visit www.martindale.com/advantage/pdc.

Showcase Your Firm's Key Competitive Advantages

Harness the power of martindale.com, the most efficient and effective way to connect online with clients and prospects. Distinguish your firm and its lawyers from competitors by enhancing your profiles with deeper, richer information.

- Emphasize your lawyers' high ethical standards and professional ability with Peer Review Ratings. Firm and practice group totals of rated lawyers further differentiate your firm.
- Demonstrate your firm's expertise and communicate information that helps clients evaluate your firm by publishing Legal Articles. Extend the resources of your marketing department by leveraging existing articles through syndication on the Martindale-Hubbell global legal network, including 17,000 articles searches monthly on martindale.com and full access across the LexisNexis services.
- Stay top of mind by appearing in Counsel to Counsel Email Alerts, a value-added service that aggregates the most current Legal Articles and delivers them directly to the email inboxes of thousands of corporate counsel and more than 11,000 registered users.
- Present your expertise to match the way corporate counsel evaluate lawyers with a comprehensive, in-depth profile of your firm's expertise by industry group or practice area, including links to relevant articles, work product and other descriptive material.
- Showcase the firm's diversity to corporate counsel who increasingly are demanding their outside counsel demonstrate diversity initiatives. Diversity Profiles, with detailed descriptions of goals and tactics to recruit, retain and promote minorities, provide an accurate and candid look at your firm's diverse employee base and its efforts to recognize and promote diversity in the workplace.
- Extend your brand. Add your firm logo and lawyer photos to your profiles, permeating your marketing materials with your firm's unique personality.

Get Found

Appear in shorter, more targeted search results on martindale.com as users apply filters to narrow in on exactly those firms and lawyers that meet their needs.

Tap into Martindale-Hubbell's century of experience strategically positioning law firms and lawyers to gain the broadest exposure throughout the legal profession. Make martindale.com an integral part of your marketing arsenal and reap the benefits of being constantly connected to millions of corporate counsel, recruits and referral sources worldwide.



Strategic Online Partnerships Make Your Firm More Visible

TOTAL PRACTICE SOLUTIONS
 Client Development Research Solutions Practice Management Litigation Services

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LMH00077-0

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