

Promote Your Firm's Industry Group and Practice Area Expertise

Now you can present your firm's industry group and practice area expertise with Martindale-Hubbell's Group Profiles. These Web-only profiles allow you to add complete overviews of your firm's primary practice areas or industry teams to your martindale.com listing.

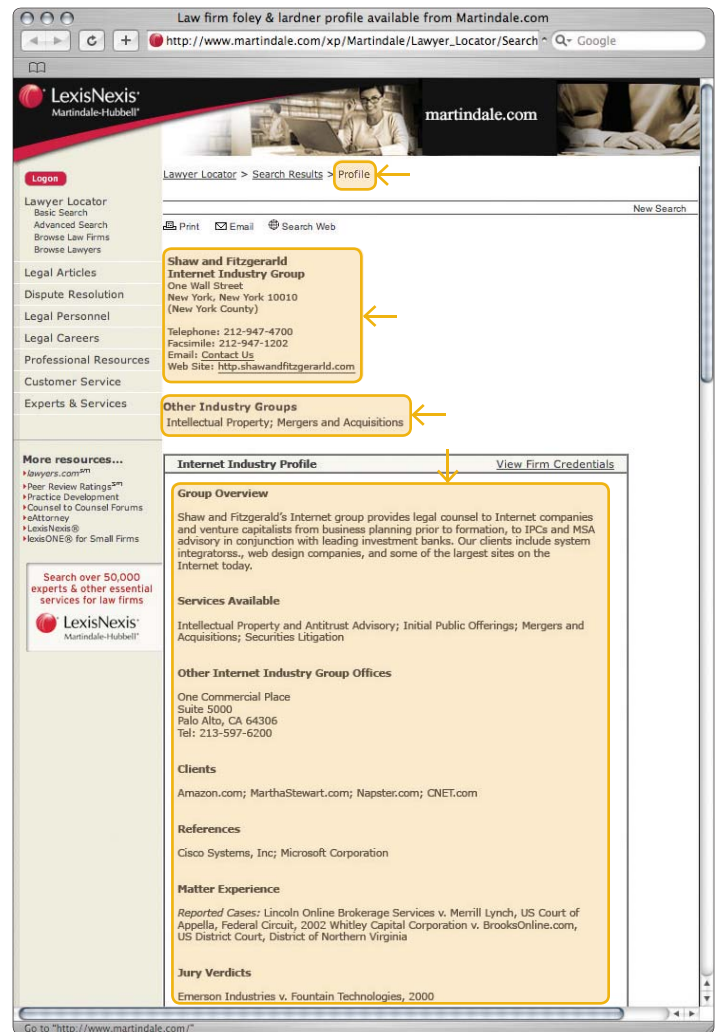
A More Powerful Presentation of Your Firm's Expertise

Group Profiles provide the objective information in-house lawyers and other legal market decision makers need to evaluate and compare law firms. You can include details of matter experience as well as your most impressive presentations, seminars and other documents. The result? A more powerful display of your firm's capabilities and increased new business opportunities.

Group Profiles can include:

- A detailed description of the group services provided
- Indication of practice area/industry focus by office
- Representative clients
- Matter experience — jury verdicts, reported cases and transactions
- Group presentations and seminars, either a citation or a link to the actual document
- Links to examples of RFP documents
- Links to the Professional Biographies of group head and member attorneys.

These enhancements deepen indicators of experience and expertise and are presented in ways that reflect how corporate counsel and other legal professionals evaluate lawyers and firms.



Now your firm can display its data the way your clients want to view it with Group Profiles.

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

Benefit from Increased Visibility on Martindale.com

Group Profiles make it easier for corporate counsel, referral sources and other potential clients to find your firm when conducting searches on martindale.com. A check box in the Lawyer Locator enables prospects to choose to view only firms with Industry and Practice Group Profiles. These searches yield shorter, more targeted results — a clear advantage for both the user and the law firms that benefit from increased exposure.

Keep Your Profiles Current Using the Client Service Center

- Create, update and maintain your Profiles, seeing edits live on martindale.com within one hour
- Provide as much detail as desired
- Easily generate a Profile preview to share for comments and approval.

The screenshot shows the Martindale.com Lawyer Locator Advanced Search interface. The search form includes fields for 'Search Firm/Organization', 'City', and 'County'. Below these are dropdown menus for 'Areas of Practice' and 'Industry/Practice Group'. The 'Areas of Practice' dropdown is open, showing a list of legal fields. The 'Industry/Practice Group' dropdown is also open, showing a list of industry categories. At the bottom of the search form, there are three checkboxes: 'Return results for firms with Practice Group Profiles only.', 'Return results for firms with Industry Profiles only.', and 'Return results for firms with Diversity Profiles only.'. The 'Return results for firms with Industry Profiles only.' checkbox is highlighted with a yellow box and an arrow. The page also features a sidebar with 'Legal Articles' and 'Professional Resources'.

Users can search by specific industry group or practice area.

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