



LexisNexis®



Spot Runner



Spot Runner

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FOR IMMEDIATE RELEASE

LEXISNEXIS® MARTINDALE-HUBBELL® AND SPOT RUNNER TEAM UP TO DELIVER FIRST LOCAL TV ADVERTISING PROGRAM FOR LAW FIRMS

Unique Marketing Program Helps Law Firms Establish Credibility and Prestige, Build Brand Awareness and Grow Client Base

NEW YORK AND LOS ANGELES (MAY 30, 2007) – LexisNexis® Martindale-Hubbell®, the leading provider of client development solutions for the legal profession, and Spot Runner, Inc., the first Internet-based ad agency, today announced a strategic alliance that enables Martindale-Hubbell-affiliated law firms to purchase cost-effective local television advertising campaigns to help promote their services in select areas of practice.

Spot Runner’s platform brings law firms affordable, targeted TV advertising campaigns on top-rated broadcast and cable channels such as CBS, CNN, ESPN and Fox News at a fraction of the cost of traditional ad agencies. Martindale-Hubbell’s trained account representatives will work directly with law firms to guide them through the process.

“By teaming up with Spot Runner, we are now the first legal services company to offer law firms of all sizes an affordable product that allows them to capitalize on the power of television to build their brands and attract new clients,” said Sharon Lubrano, senior director of product management for LexisNexis. “With one-stop service, law firms can air a professionally produced television commercial in their local markets with a modest budget. The product is convenient, affordable, focused and proven to be highly effective in generating new client leads.”

This special program gives law firms access to an extremely effective marketing tool. TV advertising helps companies establish credibility and prestige, build brand awareness and stand out from competitors. In addition, it provides an unmatched ability to build awareness since the average adult watches nearly four-and-a-half hours of TV a day – more than they spend on the Internet, radio and print combined.¹

As a result of this program, TV advertising will now be a part of Martindale-Hubbell’s comprehensive suite of marketing services offered to their client base. Law firms can choose from an exclusive library of high-quality, pre-produced ads in a variety of practice areas. In collaboration with Martindale-Hubbell, Spot Runner will personalize the ads with the firm’s specific information, logos and even their own images.

Based on the specific budget and market information provided by the firm, Martindale-Hubbell will work with Spot Runner’s media planning platform to create an optimal media plan that allows the law firm to target prospective clients by demographics, networks and specific neighborhoods.

¹ TVB, Nielsen Media Research Custom Survey, 2006.

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"This joint venture represents a key component of Spot Runner's strategy to align with leading companies in major industries. Through Martindale-Hubbell, the nation's oldest and largest provider of client development tools for law firms, we will gain a substantial footprint in the legal advertising industry," said Nick Grouf, president and chief executive officer of Spot Runner. "TV advertising is a powerful way for law firms to promote their practices and reach their desired clientele. Spot Runner has simplified what was previously an extremely complex and expensive process to produce an ad and buy air time. Now, working in unison with Martindale-Hubbell, we are giving law firms of every size a complete, turnkey and cost-effective way to get on TV."

"Initially, we are launching this new offering in a few states and will be working with Spot Runner's creative team to develop commercials in the practice areas of most immediate interest to customers," said Nicholas Karrat, senior director of marketing and alliances for Martindale-Hubbell. "Throughout 2007, we will be rolling out the product to additional states and areas of practice, based on considerations such as state bar association ethics rules and the market demand we observe."

Martindale-Hubbell is a key component of LexisNexis' client development solutions line, which provides industry leading networking and marketing resources to help law firms target clients, build their brand, develop new business opportunities and provide exceptional client service. Through its four solutions lines – client development, research, practice management and litigation services – LexisNexis offers Total Practice Solutions to ensure that law firms have the tools and services they need to win in the business and practice of law.

About LexisNexis®

LexisNexis® (www.lexisnexis.com) is a leading provider of information and services solutions, including its flagship Web-based Lexis® and Nexis® research services, to a wide range of professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in 100 countries with 13,000 employees worldwide.

About Spot Runner

Headquartered in Los Angeles, Spot Runner is a privately held, Internet-based ad agency that makes it fast, easy and affordable for local businesses to advertise on TV. Its revolutionary approach to commercial production, media planning and media buying gives local businesses access to a powerful marketing tool that was previously out of their reach. The entire process is automated online, making it cost-effective for even the smallest of businesses to use. The company's co-founders, Nick Grouf and David Waxman, previously founded PeoplePC and Firefly Network, which were acquired by EarthLink and Microsoft, respectively. Visit Spot Runner online at www.spotrunner.com.



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