

TechnoLawyer eBook Makes Legal Publishing History with Smart Navigation System and Online Distribution Via Seventy-Eight Legal Blogs

Helps lawyers find blogs and helps law firms get answers to their most pressing problems

New York, NY (July 30, 2007) – TechnoLawyer, the popular online network for lawyers and law office administrators, today launched *BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide*, a free eBook with a proprietary design that will turn heads in the legal publishing world.

***BlawgWorld 2007* features a remarkable collection of essays from the legal blogosphere and the *2007 TechnoLawyer Problem/Solution Guide* offers a new way for law firms to find answers to management and technology questions.**

BlawgWorld 2007 enables lawyers to find legal blogs of interest fast. More than 120,000 blogs launch every day, many of them in the legal sector. Lawyers clearly do not have the time to read every legal blog (blawg). But many blawgs contain excellent content pertaining to their practice of law.

The first edition of *BlawgWorld*, released in November 2005, was downloaded more than 45,000 times. The second edition is expected to have an even larger audience because of its wider distribution. “*BlawgWorld 2006* was excellent so I’m looking forward to reading the 2007 edition,” said Joshua Stein, a partner at Latham & Watkins.

Fifty percent larger than its predecessor, *BlawgWorld 2007* contains thought-provoking essays from 77 of the most influential blawgs. Handpicked by each respective blogger, the essays provide a window into their blawgs, making it easy for lawyers to figure out which ones merit their personal ongoing attention.

“We’re fans of any vehicle that exposes legal blogs to a new audience,” said David Lat, editor of *Above The Law*, which quickly has become one of the most popular blawgs since launching in 2006. “*BlawgWorld* is especially appealing thanks to its viral distribution.”

While it contains high-profile blawgs, *BlawgWorld 2007* also includes some niche practice area blawgs including Tom Lamb’s *Drug Injury Watch*, a blawg that keeps the Food and Drug Administration and pharmaceutical companies on their toes. “*BlawgWorld* is a blogger’s best friend so I was happy to participate again,” noted Lamb.

In the *2007 TechnoLawyer Problem/Solution Guide*, a sponsored resource, law firms will find 185 real-life *Problems* and corresponding *Solutions*. Written from the point of view of a law firm, each *Problem/Solution* consists of a question and detailed answer as well as a button that links to a Web page with more information. The 77 participating vendors had to comply with strict guidelines, such as the prohibition of superlatives, designed to emphasize information over marketing lingo.

For example, Bluebeam Software of Pasadena, California contributed two *Problems* (*How Can I Apply Bates Stamps to PDF Files? How Can I Redact PDF Files?*). “Thanks to Google, today’s consumers prefer advertising that genuinely helps them. The *Problem/Solution Guide* fits this new paradigm,” said Richard Lee, President and CEO of Bluebeam Software.

BlawgWorld 2007 and the *2007 TechnoLawyer Problem/Solution Guide* both reside in the same PDF file. From any of the eBook's 345 pages, readers can find anything in just three clicks thanks to the smart navigation system.

"Although the navigation system seems intuitive, developing it involved a lot of hard work and rough drafts," said editor Sara Skiff. "We believe it's a first of its kind and provides a better experience than the bookmarks found in other eBooks."

BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide is both free and freely distributed. Today, TechnoLawyer and the 77 blawgs featured in the eBook each will provide a download link to their respective readers. No registration is required for the download. Those who download a copy will be encouraged to become distributors themselves.

"We believe the launch of this eBook could make history, at least on the legal Web," said TechnoLawyer publisher Neil J. Squillante. "It's unusual for a publisher to allow others to distribute its publication much less 77 different blawgs all on the same day. It's historic and will certainly be fun to witness."

For more information about and a free copy of *BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide* visit www.blawgworld.com.

About TechnoLawyer

TechnoLawyer operates a critically acclaimed network of free email newsletters for lawyers and administrators who manage law firms and legal departments. It also publishes *BlawgWorld with TechnoLawyer Problem/Solution Guide*, a wildly popular annual eBook distributed free of charge on dozens of blogs and Web sites. www.technolawyer.com.



Contacts:

Carolyn Depko
Director of Media Relations
Edge Legal Marketing
cdepko at edgelegalmarketing dot com
(732) 533-5491

Neil J. Squillante
Publisher
TechnoLawyer
825 Third Avenue
Second Floor
New York, NY 10022
tlebook at peerviews dot com
(646) 530-8501