



## **Unique Law Firm Marketing Opportunity from Lawline.com**

*A leading provider of online continuing legal education now offers a distinctive marketing opportunity for individual law firms looking to generate interest in their practices.*

New York, NY, May 15, 2007 --(PR.com)-- Lawline.com, one of the leading providers of online [continuing legal education](#), is offering a unique marketing opportunity for law firms looking to get the word out about their practice. By partnering with law firms across the country, Lawline.com is creating high-quality online seminars, featuring expert attorneys and specific areas of practice, at their online course center. Participating law firms benefit by delivering seminars via streaming video or mp3/podcasting format to an expanding user-base of over 10,000 members. Lawline.com is allowing firms to showcase their expertise to both clients and other attorneys interested in continuing legal education. In the interest of brand recognition each online course is displayed with a bio of the presenting attorney and a link to their firm's individual website.

"The major differentiator is the ease and ability of taking a seminar twenty-four seven, and being able to bookmark and return to that point at anytime," said David Schnurman, President of Lawline.com. "In this day and age people are used to instant information, getting what they want, when they want it, and now you can do that with your continuing legal education."

Schnurman also extolled the streamlined way in which Lawline.com is encouraging marketing partnerships with law firms: "If a firm is interested in participating and has already written or spoken in a CLE seminar, we can easily develop an online course based on their existing materials."

Some of the benefits of being on the Lawline.com faculty include receiving local and national recognition, attorneys establishing themselves as experts in their field, developing a referral base, becoming featured in newsletters and marketing campaigns, leveraging Lawline's search engine rankings in Google, Yahoo, and MSN and using lectures as a marketing tool to send to potential clients.

Lawline.com's management team has the experience to produce and maintain high-quality and informative online [New York CLE](#) programs, as well as offering their services throughout the United States. A family business since its inception, with 60+ years of experience in the practice of law, and 25 years of experience in producing legal programming, Lawline.com has been utilizing streaming video technology and the Internet as a medium since the early 1990s.

### **About Lawline.com**

Started in 1999 and having expanded from LAWLINE, a well regarded legal television program in the New York Metropolitan area, Lawline.com was one of the first websites to offer online CLE in New York State. Since then, Lawline.com has expanded to 20 states and currently offers hundreds of hours of CLE programming in all practice areas.

Lawline.com has been approved as an accredited Online CLE Provider in New York & California. In addition, their courses are accredited on an individual basis in 18 other states.



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