



## Press Release

FOR IMMEDIATE RELEASE

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### **Nighthawk Marketing selected by FindLaw to support product launch of LegalConnection.**

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**St. Paul, MN, August 4, 2006** – Nighthawk Marketing has been hired by FindLaw, the leader of online client-development solutions for law firms, to support the launch of their new product called LegalConnection.

“LegalConnection is an exciting new product for law firms,” says Jim Douglas, president of Nighthawk Marketing. “This new client-development tool captures and qualifies potential clients who are looking to connect with a law firm to help them with their legal issues. Prequalified leads are forwarded to law firms listed with LegalConnection, who then decide which potential clients to contact.” Nighthawk Marketing’s role in the product launch is to develop marketing materials to help support direct mail, sales, and online channels.

Law firms interested in learning more about developing a new brand strategy, or needing help with their marketing efforts, can call 952-322-4794 or visit <http://nighthawkmarketing.com/law-firm-marketing-mn/>.

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#### About Nighthawk Marketing

Nighthawk Marketing, located in the Twin Cities, is a full-service marketing and advertising agency with a primary focus in the legal industry. The agency has decades of experience developing branding strategies and marketing tools to support sales, direct mail, telemarketing, media and Web channels. Additional information about the company can be found at [NighthawkMarketing.com](http://NighthawkMarketing.com).