



## MEDIA RELEASE

FOR IMMEDIATE RELEASE

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### A new search engine for the legal services market

SYDNEY, Australia – January 15, 2009 – Legal consumers and professionals have a new innovative resource to help them research the legal services market. Fee Fie Foe Firm<sup>®</sup> is an advanced search engine that searches exclusively across the websites of law firms. Fee Fie Foe Firm<sup>®</sup> allows users to find legal experts and legal commentary fast, and provides legal practitioners with a new way to reach potential clients.

### The legal services market 2.0

Law firms big and small have embraced the Internet as a tool to connect with existing clients and market their expertise to new clients. Most firms now provide a dazzling array of content on their websites for clients and potential clients, such as:

- practitioner profiles and CVs;
- media releases;
- legal news and updates;
- case notes, academic papers and other commentary;
- seminars, webinars, blogs, podcasts and vodcasts.

Legal consumers and professionals have never had it better. Consumers can now compare service providers online and professionals now have access to the expertise of their peers.

However, finding law firm websites or relevant content on those sites has been a difficult task for most people: not many people are familiar with the names of most law firms and law firm website pages often don't feature at the top of the results provided by the leading search engines. That's where Fee Fie Foe Firm<sup>®</sup> is different.

### A new search engine for a new market

Fee Fie Foe Firm<sup>®</sup> is a customised search engine that allows users to search exclusively across the websites of law firms. It lets you find legal experts, legal commentary, law firm media releases and so on in one quick search, without having to trawl through hundreds of irrelevant search results or to rack your memory for the names of law firms.

Looking for a divorce lawyer in New York? Type in *divorce "New York"* in the Fee Fie Foe Firm search field and click Find. You'll soon have hits from law firms who handle divorce issues in New York.

–more–

Looking for commentary on the Australian Government's "Forward With Fairness" industrial relations reforms? Type "*forward with fairness*" and you'll receive articles, bulletins and alerts on the recent developments in this field.

There are separate searches for law firms in Australia, Canada, Ireland, New Zealand, Singapore, the UK, the US and South Africa, with more to come.

Fee Fie Foe Firm<sup>®</sup> also provides a date filter so users can narrow their searches to the last day, week, month or year.

Fee Fie Foe Firm<sup>®</sup>'s results look like Google's results because it uses Google's custom search technology to run its search.\* Fee Fie Foe Firm<sup>®</sup> tells Google which websites to focus on and Google provides the results. Fee Fie Foe Firm<sup>®</sup>'s aim is to provide the most comprehensive search possible so it includes the websites of every legal service provider it can find: large multi-national multi-practice firms, small boutique practices, sole practitioners, barristers, community legal centres – anyone providing legal services in the jurisdiction with a searchable website.

The feedback Fee Fie Foe Firm<sup>®</sup> has received so far speaks for itself:

"I've wished for something like this for years!!"  
*Partner (large law firm), Australia*

"This site is wonderful. We just received a very vague request for a recent article by one of our competitors ... We ran a search on Fee Fie Foe Firm<sup>®</sup> and found it immediately. It's very easy to use and has lots of useful documents."  
*Information professional (large law firm), UK*

"[R]eally useful for us under-resourced in-house types!"  
*General Counsel, Australia*

Fee Fie Foe Firm<sup>®</sup> is changing the face of the legal services market. Fee Fie Foe Firm<sup>®</sup> makes it easier for legal consumers find the best legal experts for their needs and it helps law firms broaden their client bases.

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