

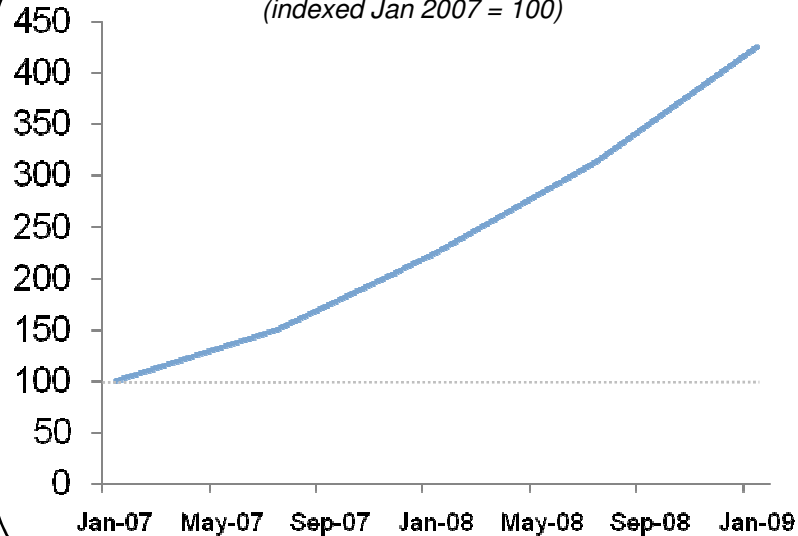


The Benefits of Membership of the Contact Law Network of Solicitors

Benefit One – Significant new client business. Contact Law is part of the Thomson Reuters business FindLaw the leading legal online marketing company meaning we are experts at online marketing so you don't have to be

Strong Growth in Contact Law Client Enquiries

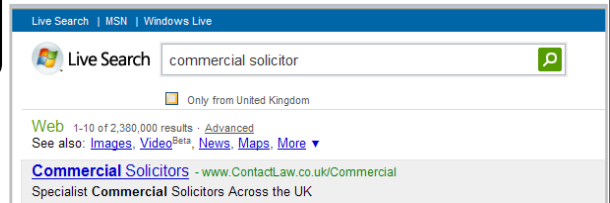
(indexed Jan 2007 = 100)



- Contact Law client enquiries have more than quadrupled in 24 months
- Online solicitor search now accounts for 30% of new solicitor selection

- Top or prominent positions on many search engines
- Over 100,000 legal search terms
- Generating thousands of client enquiries from the internet

Contact Law is positioned very prominently on the major search engines to generate thousands of client enquiries





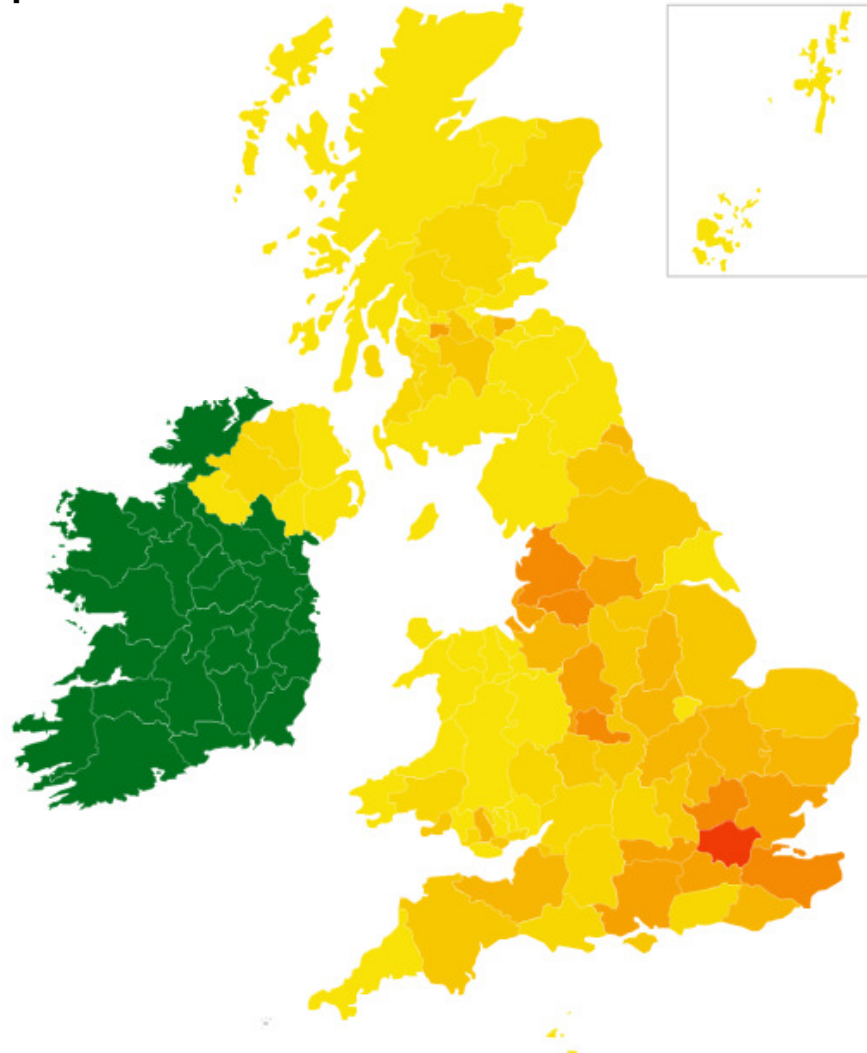
Contact Law

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Benefit Two – We generate clients from across the UK covering all areas of law

Heat-map of Contact Law enquiries

-  Good level of client enquiries
-  Very strong level of client enquiries



Benefit Three – Due to Contact Law’s partnerships with the UK’s big brands your firm can gain rather than lose out from the Clementi Reforms

- The market is opening up and big consumer brands are entering the legal market
- Early entrants include the AA, Co-op, The Daily Telegraph and Halifax
- Contact Law is working with new entrants to the legal market to help them deliver legal services to their large customer bases, particularly those clients wanting local solicitors

New entrants to the UK Legal Market

Telegraph.co.uk



the AA.com

Client enquiries from customer base



Filtered client enquiries

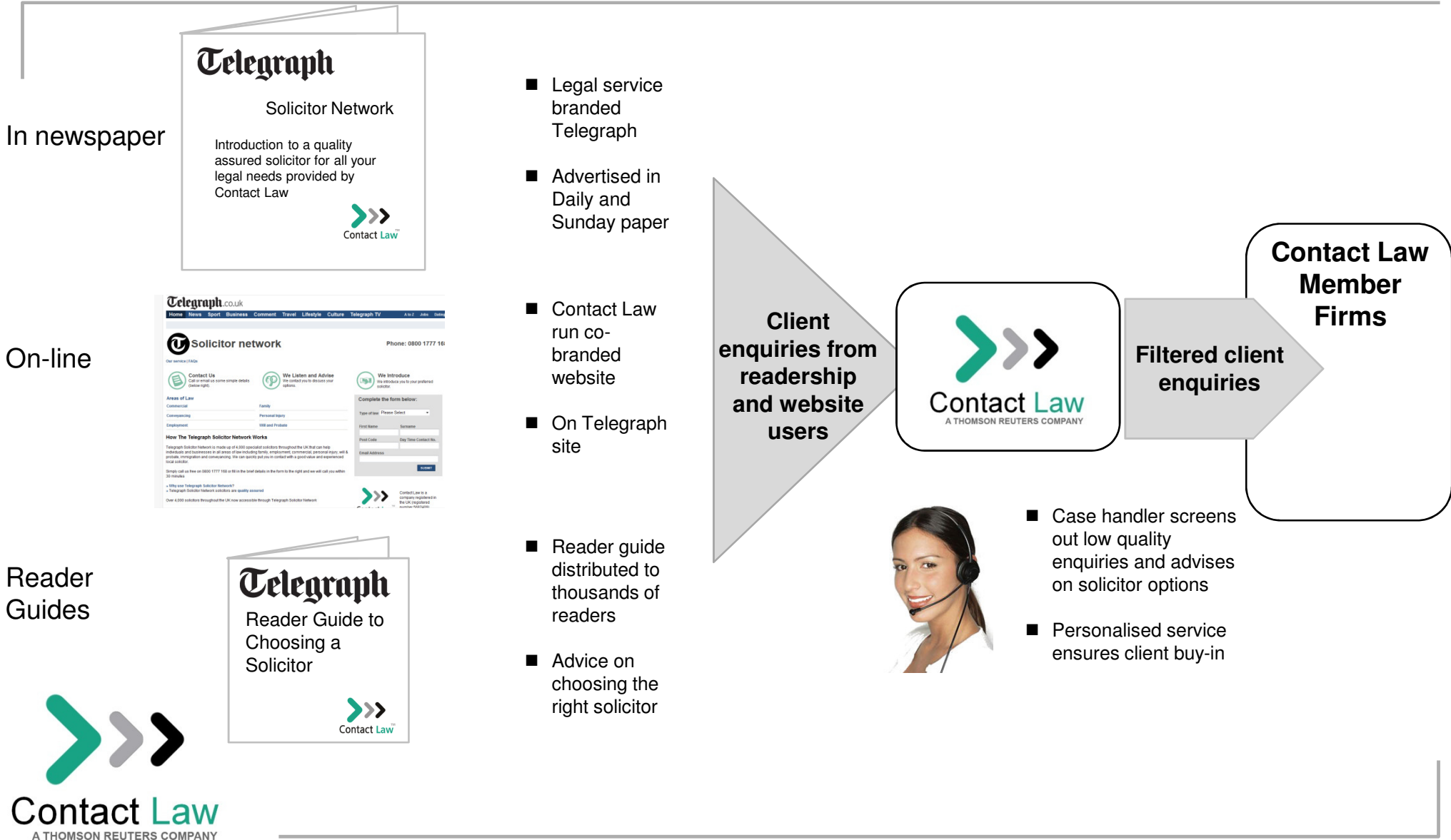
Contact Law Member Firms

- 350+ firms
- Network of firms still being finalised
- All on service level agreements (4 hours)



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Example: the Telegraph Solicitor Network



In newspaper

Telegraph

Solicitor Network

Introduction to a quality assured solicitor for all your legal needs provided by Contact Law

On-line

Telegraph.co.uk

Solicitor network

Phone: 0800 1777 16

On search (1/3/0)

Contact Us Call or email us some simple details (enquiries)

We Listen and Advise We contact you to discuss your options

We Introduce We introduce you to your preferred solicitor

Areas of Law: Commercial, Family, Personal Injury, Employment, Will and Probate

Complete the form below:

Type of law: Please Select

First Name: Surname

Post Code: (Use Town/County)

Email Address:

Submit

How The Telegraph Solicitor Network Works

Telegraph Solicitor Network is made up of a 100 specialist solicitors throughout the UK that can help individuals and businesses in all areas of the including family, employment, commercial, personal injury, will & probate, immigration and conveyancing. We can quickly put you in contact with a good value and experienced local solicitor.

Simply call us free on 0800 1777 168 or fill in the brief details in the form to the right and we will call you within 24 hours.

Why use Telegraph Solicitor Network?

Telegraph Solicitor Network solicitors are quality assured

Over 4,000 solicitors throughout the UK now accessible through Telegraph Solicitor Network

Reader Guides

Telegraph

Reader Guide to Choosing a Solicitor

- Legal service branded Telegraph
- Advertised in Daily and Sunday paper
- Contact Law run co-branded website
- On Telegraph site
- Reader guide distributed to thousands of readers
- Advice on choosing the right solicitor

Client enquiries from readership and website users

CONTACT LAW
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Filtered client enquiries

Contact Law Member Firms



- Case handler screens out low quality enquiries and advises on solicitor options
- Personalised service ensures client buy-in

Benefit Four – Out of hours call centre

- Contact Law can take client enquiries out of office hours so you can generate clients during the evenings and weekends
- Market research shows that 47% of client enquiries happen out of standard office hours
- With Contact Law membership we will greet the client, gather the case information and capture enquiries when your offices are closed
- With the client's mind put at rest and details recorded in our system, we introduce the client to you at the next available moment in office hours so you can generate business without being in the office



Summary of benefits to member firms

■ Quality customer referrals

- We speak to every client and only introduce clients to firms that have a definite and pressing need for legal advice
- Saves firms significant time dealing with time-wasters
- Out of hours call centre captures additional clients for your firm

■ Outsourced legal marketing

- We understand online marketing so law firms don't have to
- Nationwide offline advertising also gathers clients for firms

■ Cost-effective client acquisition

- A success-based marketing arrangement since firms pay us fees when they make fees from our clients
- There is also an annual subscription based on the size of the firm

■ Clients that align with lawyers' expertise - we get an understanding of clients' needs and match them with the specialisms of our lawyers

■ Genuine customer feedback - we get feedback on lawyers' services from each and every customer and are able to report this back to firms



To join our network of solicitors firms

- If you think your firm would benefit from client introductions from Contact Law and would like to be part of the network of firms serving new entrants to legal market including the Telegraph newspaper
- Contact our Business Development Team on 020 8971 8370



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What firms think of Contact Law

Harbottle & Lewis

"I have worked with Contact Law for a number of years now, in this firm and in other practices. The flow of referrals from them has been consistent both in number and quality. Their team is motivated and efficient. We have certainly benefited from our association with them"

Partner, Harbottle & Lewis

Curwens
Solicitors

"We have found that the Contact Law referrals work very well for us because they produce good quality, well screened potential clients in our area."

Partner, Curwens



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