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**Prime Advantage Legal Offers Group Purchasing Power for Law Firms**

*Offering proven savings on products and services used by legal professionals to deliver improved negotiation with suppliers and a better bottom line*

CHICAGO, June 10, 2010 – Prime Advantage, the leading buying consortium for small and mid-sized North American companies, has announced the launch of a new service, Prime Advantage Legal, which is designed to bring the valuable savings programs and expertise of the firm's supplier network to the legal community.

Prime Advantage will provide competitive pricing, volume-based rebates and extensive value-added services to attorneys and their law firms throughout North America, allowing them to run more efficiently and be more profitable.

"Prime Advantage has a successful track record of delivering impressive cost savings while enabling important new business networks," said Todd Heebink, business development director, Prime Advantage Legal. "It's dedicated to reducing the cost of doing business, increasing profitability and providing top-level service for every firm in its network. It's a great opportunity for any law firm, no matter the size or location."

"Since we started Prime Advantage, our group of members and endorsed suppliers have formed strong partnerships that create long term cost reduction and increased profitability for our members," said Louise O'Sullivan, president and CEO of Prime Advantage Corporation. "We are thrilled to be providing our service for the legal community and are committed to providing this market with services to improve their firms' financial performance and operations."

A core group of law firms have already started realizing savings. "As a member of Prime Advantage, we have been enjoying fantastic savings with suppliers that are targeted to our needs as a law firm," said Janice Housey, a lead attorney at Latimer & Mayberry IP. "The process is smooth and we were up and running in no time since we didn't have to change the way we purchase. We look forward to continuing to save through their program for many years to come."

Since its inception, Prime Advantage has returned more than \$95 million in rebates and discounts to its members. These real savings are helping U.S. companies gain a powerful competitive advantage.

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**About Prime Advantage**

Founded in 1997, Prime Advantage is a buying consortium with more than 700 members and more than 125 endorsed suppliers. For more information on Prime Advantage, visit the website at [www.primeadvantage.com](http://www.primeadvantage.com). For more information on Prime Advantage Legal, visit the website at [www.primeadvantagelegal.com](http://www.primeadvantagelegal.com).