

For Immediate Release:

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Unfair Advantage, LLC Established to Provide Competitive Edge to Service and Technology Companies in the Litigation Industry

Industry Experts Provide Assistance with Sales, Business, Technology, Marketing and Acquisitions

Menlo Park, CA - April 1, 2009 – Unfair Advantage, LLC was created to equip legal technology and service companies to succeed in the competitive legal services industry. This group of industry experts assists clients in the areas of sales, marketing, business management, technology and acquisitions.

“Today is an exciting day for all of the people associated with this company,” said Jason Primuth, founder of Unfair Advantage. “As the industry continues to become more competitive, firms are looking to find a way to succeed. We are excited to help.”

The strength of Unfair Advantage comes from the decades of expertise of the people affiliated with it. The current list of industry experts in Unfair Advantage includes:

Jason Primuth – Areas of Expertise: Sales, Marketing and Technology

Prior to creating Unfair Advantage, Jason was the Vice President of Sales for LiveNote and the General Manager of RealLegal. In that role, he also oversaw all sales and business development for West Court Reporting Services, a Thomson Reuters business. From 2000 to 2005, Jason was the Director of Business Development at YesVideo where he created and managed the YesLaw business for encoding and synchronizing deposition video.

William Greenley – Areas of Expertise: Business and Technology

Bill has over 35 years experience as a working reporter, business owner, software applications trainer and support for various reporting products. He was a partner with Combs and Greenley, a freelance court reporting firm in San Francisco which was acquired by LegaLink, subsequently WordWave and Merrill Corporation. He has served as Chair of the NCRA Technology Evaluation Committee, a Director on the NCRA Board of Directors and various other committees for NCRA. Bill was involved in the early development of ReporterBase (RB) with Ken Combs and Yong Lee, and is currently a Certified Consultant for RB7.

Will Robberts – Areas of Expertise: Mergers and Acquisitions

Will was the President of LiveNote for six years during which time he built the business into one of the most successful software companies in the litigation software industry, both organically and through acquisition. Will brokered the sale of LiveNote, Inc. to Thomson Reuters in 2006, and continued to manage the company until his departure in 2008. Prior to LiveNote, Will worked as an investment banker for KPMG Corporate Finance. Will is a Chartered Accountant.

Louis Goldberg – Areas of Expertise: Business and Technology

Louis Goldberg co-founded Courtroom Connect and served as its Chief Operating Officer from 2001 to 2008. Prior to that, he was a consultant at the Boston Consulting Group and the Princeton Economics Group. Louis has an MBA from Stanford University and currently serves as the Chair of the National Court Reporters Foundation.

Candis Bradshaw – Areas of Expertise: Social Networking, Technology

Candis Bradshaw has presented numerous seminars to state and national associations on topics of court reporting technology. She is the author of two Stenograph University Classes (Backup Basics and Ethics in Action), a member of the NCRA Technology Evaluation Committee, and a contributing editor for the Journal of Court Reporting. Candis graduated from the University of North Texas, summa cum laude, and attended the Court Reporting Institute of Dallas.

Clients determine the scope of the projects where they utilize Unfair Advantage. Some need quick high-level business guidance. Others retain Unfair Advantage for longer-term projects. And some firms choose to keep Unfair Advantage on retainer for ongoing needs and advice.

In addition to business services, Unfair Advantage also offers assistance with content such as e-mail newsletters, blogs, social networking and CLE presentations. The first CLE presentation for clients is entitled “The Ethics of Deposition Technology: Zealous Representation in the Blackberry Era.”

To get an Unfair Advantage for your business, please visit <http://www.unfairadv.com> or e-mail jason@unfairadv.com.

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