

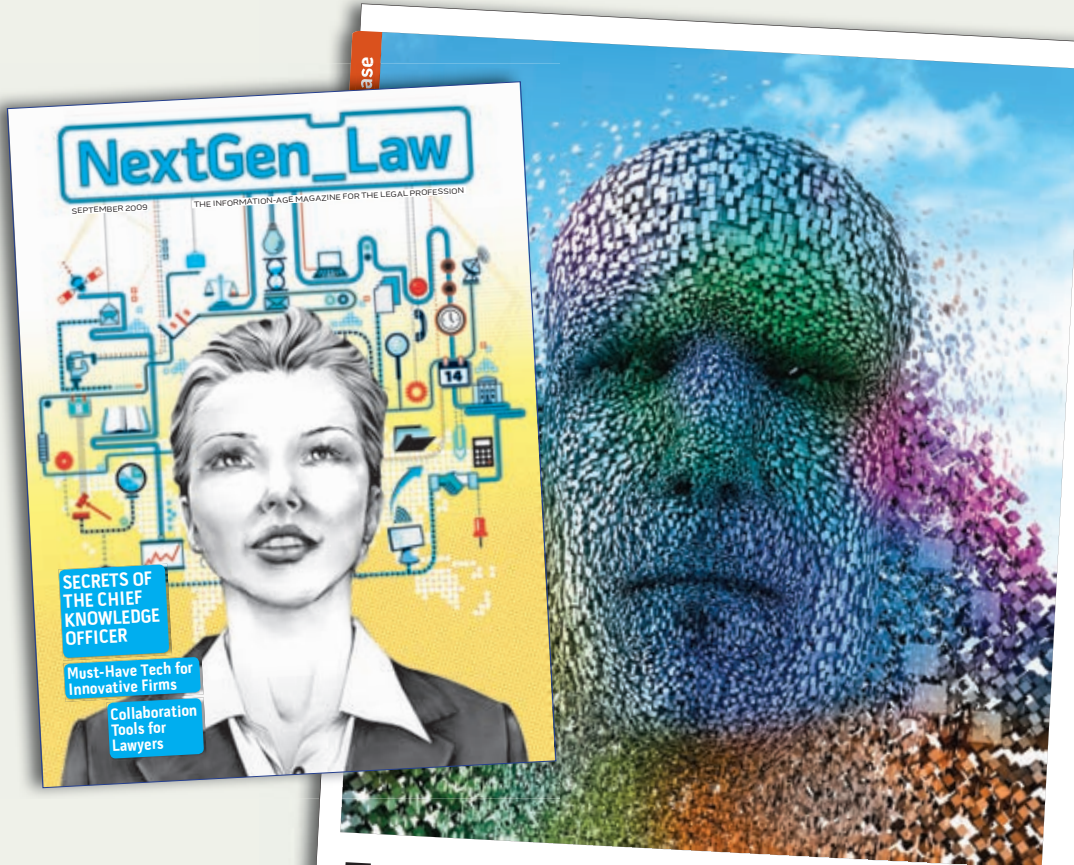


ANSWERKEY

Legal and Business Information Specialists

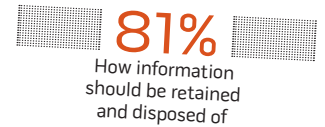
PRESS HIGHLIGHTS

“Answer Key has helped law firms recover an average of \$1,000 per attorney simply by having their library accounts cleansed.”



E-What?

Percentage of employees who do not understand e-discovery essentials:



Source: 2008 survey conducted by Kahn Consulting, Inc. of mid-to-upper-level managers at 400 business organizations, including banks, insurance companies, health care companies, and utilities.

Exorcising e-Ghosts

Law firms trying to weather the recession by laying off staff sometimes forget that an employee's electronic presence may linger long after he or she leaves the premises. Firms risk wasting money when they neglect to eliminate the loitering e-ghosts of employees who are no longer on the payroll. Answer Key (answerkeyresearch.com), a company based in Newport Beach, California, offers a recession-ready solution. Its legal-resource auditing service evaluates a law firm's library, database, and research collection in search of redundant or otherwise unnecessary online expenditures.

Answer Key provides law firms with an analysis of its electronic information resources, such as subscriptions to legal databases, journals, and newsletters. The company then evaluates whether the resources are actually being

used, and if the law firm is paying fair-market value for them. During the past year, Answer Key says it has helped law firms recover an average of \$1,000 per attorney simply by having their library accounts cleansed. In one case, the company saved a law firm \$50,000 by uncovering an entire legal database that none of its attorneys were using. By weeding out electronic resources that aren't being used, law firms can bring their information-services expenditures in line with current staff levels.

“Most law firms take for granted the databases and journals they subscribe to until someone comes in and shows them what they have,” says Answer Key CEO Daniel Raphael. “I worked with a law firm recently where in just one database I found 19 active IDs for attorneys who were no longer at the firm. I'm helping law firms find money.” ^N