



PROFESSIONAL SERVICES MARKETING, INC.

Targeted Strategies for Business Growth

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Professional Services Marketing, Inc. adds Carlson School of Management marketing intern to assist on launch of new online product for attorneys

MINNEAPOLIS (June 25, 2007) — Professional Services Marketing, Inc. (PSM) has added Elise Everett to its marketing team as a marketing intern to assist in the company's launch activities of its new product, MarketYourLawPractice.com, a unique, online toolkit designed to help lawyers improve their marketing skills and grow their businesses.

Everett will assist the company's president and team of project managers on the product launch marketing initiatives and on special assignments, project work, and client services.

Everett is currently a student at the University of Minnesota's Carlson School of Management majoring in marketing and entrepreneurial management. She is actively involved in the school's chapter of the American Marketing Association and Truth in Business.

She is expected to graduate in the spring of 2008.

About Professional Services Marketing, Inc.— Professional Services Marketing, Inc. (PSM) is a consulting firm dedicated exclusively to working with professional services firms by serving as the outsourced marketing department for clients.

PSM represents clients in the legal, financial, business consulting, education, healthcare, human resources, non-profit, technology, and other service industries. In addition, PSM offers *Your Personal Marketing Coach* services to professionals and in June 2007 launched www.MarketYourLawPractice.com, a comprehensive, interactive web-based tool designed to help lawyers market and build their practices. For more information, visit www.psm-marketing.com.

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