



For more information, contact:
Abbey Smith
Public Relations Manager
Phone: (615) 254-6634 ext. 2233
E-mail: abbey@cjadvertising.com

FOR IMMEDIATE RELEASE

Local Advertising Agency to Host National Conference in Nashville

Thirty-seven law firms nationwide converge in Music City to learn the latest in providing top-notch customer service.

NASHVILLE, Sept. 24, 2007—cj Advertising, the largest full-service advertising agency in the United States that exclusively services injury attorneys, is holding its seventh annual client conference between Sept. 27 and 29 at the Hilton Suites in downtown Nashville. This year's conference—which will focus on the latest in providing superior customer service and how to better meet client needs—plays host to 37 law firms from across the nation.

“The theme of this year's conference is ‘Clients First,’ and we've invited several outstanding experts in the field to share their knowledge with us,” explained cj President, Arnie Malham. “We're excited to share this invaluable information with our clients so they can better serve and meet the needs of their clients.”

Originally a small roundtable format, the conference has evolved into the comprehensive event it is today. As a result, the conference has given cj's clients—who are based from New York to California—the opportunities to share their marketing successes for the year in an open, honest atmosphere.

“This is the seventh year cj Advertising has hosted this event, and every year I'm amazed at our client's participation and feedback. Some of the agency's most innovative projects have come from open client dialogue,” Malham said.

For the first time in the conference's history, this year's event will include special guest speakers. John DiJulius, one of the leading authorities on customer service fundamentals, will deliver a keynote based on his philosophies and systems for creating world-class service. DiJulius has helped organizations such as Starbucks, American Express, and Ritz Carlton raise the bar and set the standard in service that consistently exceeds customer expectations. Additionally, the schedule includes a presentation by political consultant Paul Shumaker, Founder and President of Capitol Communications, Inc. Also appearing is Bill Howe, co-author of the book *Create the Business Breakthrough You Want...* with business giants Brian Tracy, Robert G. Allen, and Mark Victor Hansen.

About cj Advertising

Established in 1994, cj Advertising is a leader in the creation, promotion, and distribution of direct response advertising for injury lawyers. The Nashville, Tennessee-based agency currently produces advertising campaigns for 37 law firms in 60-plus markets nationwide. All cj Advertising clients are market exclusive. With 47 dedicated full-time professionals, the agency focuses on consulting, media placement, custom commercials, progressive Web sites, print ads, and public relations. Visit www.cjadvertising.com for more information.

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