



A D V E R T I S I N G

**FOR IMMEDIATE RELEASE**

## **Two Lawyers and an Entrepreneur Walk into the Bar**

*Legal ad man slips, falls into business elite*

**NASHVILLE (June 10, 2009)**—Injury lawyers who advertise get a lot of attention, but what about the guy who makes the ads? From bad lawyer jokes to ambulance-chaser comments, Arnie Malham has heard it all.

*Now, he's up for an award?!*

Fifteen years ago, when lawyers had limited options to get their firms noticed, Malham honed in on an untapped advertising niche and founded cj Advertising. Now, as president of the nation's largest full-service ad agency catering exclusively to personal injury lawyers, Malham continues to look for innovative ways to empower the agency's clients.

"Personal injury attorneys often play the role of David against the corporate Goliaths, and the positive differences these attorneys make in their communities are often overlooked because many people don't see past the lawyer jokes."

**Arnie S. Malham**  
*President*  
cj Advertising  
Legal Intake Professionals  
Med View Services

In fact, this enterprising entrepreneur has built not one company dedicated to this ignored and oft-derided market, but three: cj Advertising, Legal Intake Professionals, and now, Med View Services. Malham's hard work and dedication are getting some serious notice. He is a finalist for the 2009 Ernst & Young's Alabama/Georgia/Tennessee Entrepreneur Of The Year® award.

### **Raising the Bar**

In 2000, with hundreds of TV ads generating thousands of phone calls, Malham hit on another bright idea and started Legal Intake Professionals, his second company. This 24-hour call center began with a handful of specialists whose sole responsibility was new case intake for injury lawyers, answering the after-hours inquiries for four firms. Today, more than 60 specialists provide around-the-clock service to more than 100 law offices throughout the United States.

Next, Malham created a third company, Med View Services, to help injury lawyers screen their medical malpractice case inquiries more efficiently. The service employs highly trained and clinically experienced nurses to determine whether the medical requirements for malpractice are present while also ensuring uncompromising customer care.

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209 Tenth Avenue South, Suite 500 • Nashville, Tennessee 37203  
Phone: (615) 254-6634 • FAX: (615) 254-6615 • [www.cjadvertising.com](http://www.cjadvertising.com)



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### **Focus, Innovation, and an Insatiable Appetite for Knowledge**

Under his leadership, the members of cj Advertising continue to work toward the agency's Big Hairy Audacious Goal—To Build and Represent the Top 50 Personal Injury Brands in the Country—which is several years in the making. His goal is to have every person at the agency driving the success of cj's business and its clients' success.

Malham, who is the current president of the Nashville chapter of the Entrepreneurs' Organization (EO), inspires employees to reach beyond their personal expectations. One example is his commitment to the company's Book Club—each quarter, employees are paid to read and discuss industry and business books. This, he says, is the cheapest, most effective training cj can offer. He never misses a meeting.

### **Camels with a Cause**

He also initiated Camels with a Cause, cj Advertising's own charity fundraising organization that is empowered solely by employees of the agency. Since its inception in January 2008, the agency raised \$23,000 for The Leukemia and Lymphoma Society; helped the agency's Director of Web Services launch his own nonprofit, One Love Outreach; collected more than 2,300 items for the Second Harvest Food Bank; and raised \$7,400 for the Arthritis Foundation.

### **About Ernst & Young's 2009 Entrepreneur Of The Year Awards Program**

Entering its 23rd year, Ernst & Young's Entrepreneur Of The Year Award recognizes the contributions of people who inspire others with their vision, leadership, and achievement. As the first award of its kind, the award celebrates those who are building and leading successful, growing, and dynamic businesses, recognizing them through regional, national, and global awards programs in more than 135 cities in 50 countries.

One hundred people were nominated for the Ernst & Young's Alabama/Georgia/Tennessee Entrepreneur Of The Year® award, and 23 have been named finalists. The winner will be announced on June 25 at a gala held at the InterContinental Buckhead in Atlanta.

### **About cj Advertising**

Established in 1994, cj Advertising has grown to be the largest full-service advertising agency in the country catering exclusively to personal injury lawyers. With a long-term goal to build and represent the top 50 personal injury brands in the country, the agency promises distinctive branding, results-driven creative, and 360-degree marketing to each of its exclusively represented clients. Offering traditional services of media placement and production, cj also completes its clients' marketing plans by offering Web services, public relations, and database mining, as well as yellow pages design, tracking and management. The Nashville, Tennessee-based agency currently produces advertising campaigns for 36 law firms in 76 markets nationwide. Visit [www.cjadvertising.com](http://www.cjadvertising.com) for more information.

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