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FOR IMMEDIATE RELEASE

cj Advertising Announces Six New Members

NASHVILLE, Tenn., March 25, 2008—cj Advertising, a Nashville-based advertising agency, recently hired six employees. cj's newest employees are Byron Fanning, Search Engine Specialist; Rachel Sowell, Front Desk/Media Assistant; Cody Roberts, Web Architect; Jennifer Foster, Accounting Assistant; Chasity Phillips, Yellow Pages Manager; and Lisa Moore, Human Resources Manager. Established in 1994, cj now has a staff of 40+ employees enabling the agency to provide our clients with the most comprehensive marketing services available for injury law firms anywhere today.

Byron Fanning came on board with the cj team in January 2008 as a Search Engine Specialist. He works hard to increase traffic to clients' Web sites by improving search engine page rankings. His research ensures the right keywords and phrases are used in content to optimize the performance of the sites, and he consistently submits the sites to major search engines, such as Google and Yahoo!, to document and improve their effectiveness in the market.

cj Advertising welcomed **Rachel Sowell** in January 2008 as a Front Desk Manager and Media Assistant. She is the voice on the phone and the first face clients see when they enter the building. Rachel is also responsible for imputing, checking, and transferring all invoices. During college, she worked at Howard, Tate, Sowell, Wilson, & Boyte and acquired a firsthand knowledge of the workings of a personal injury law firm, which gives her a unique understanding of our clients.

A January 2008 addition to the cj team, **Cody Roberts** brings together creativity and a strong work ethic as a Web Architect. He balances innovation with user-friendliness to design effective and unique Web sites. He is constantly keeping up with the latest trends in Web development and design techniques to hone his craft and bring the best products to our clients. Before joining cj, Cody worked at The Ad Firm in Troy, Ala., as a Web Developer and Photographer to design and develop Web sites, and was responsible for print layout and product photography.

Jennifer Foster made the switch from an Intake Specialist at cj's sister company, Legal Intake Professionals, to an Accounting Assistant at cj in January 2008. She brings crucial customer service and communication skills to her position, where she handles billing, invoicing, and filing to ensure the financial health of cj Advertising.

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Chasity Phillips joined the cj family in March 2008 as a Yellow Pages Manager. As part of her job, she helps ensure that cj clients get noticed in the Yellow Pages—in other words—make their phones ring. This includes negotiating YP buys, delivering eye-catching, call-to-action ads, and then tracking the calls to make sure cj is doing a great job with placement, design, and more. Prior to cj, Chasity worked as a Sr. Public Affairs Specialist with the Florida Lottery, where she managed and oversaw marketing efforts and helped create awareness about the lottery. She was also awarded Gold and Silver Addy Awards for the creation and production of a spot for Tallahassee Memorial HealthCare's Women's Pavilion.

Lisa Moore joined cj Advertising in March 2008 as a Human Resources Manager. Prior to cj, Lisa was the Director of Human Resources for a large staffing agency for 18 years and handled all human resources and risk management responsibilities with 40 offices located in 10+ states. Now, as a cj team member, Lisa heads all human resource activities for cj, Legal Intake Professionals, and Stuff4Lawyers, as well as any future ventures that cj may undertake.

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 46 lawyers in 60-plus markets nationwide. All cj Advertising clients are market exclusive. The independently owned 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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