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**LEVIT & JAMES TURNS TO P.R. EXPERT CHRISTY BURKE TO
DRAMATICALLY INCREASE MEDIA COVERAGE FOR BEST AUTHORITY
Veteran Software Company Benefits from Burke's Tenacity, Professionalism and
In-Depth Knowledge of Legal Technology Industry**

May 18, 2009 – New York, NY... [Levit & James, Inc.](#), a Virginia-based legal software company that specializes in document conversion and add-in products for Microsoft Word, wanted to increase media coverage for its software tool, [Best Authority](#). Best Authority automatically generates a Tables of Authorities, which is a list of citations within a legal brief.

In 2007, the company engaged [Burke & Company LLC](#), a well-respected New York-based P.R. consulting firm led by [Christy Burke](#) that specializes in [legal technology public relations](#).

Over the past two years, Burke has generated substantial publicity for Levit & James and Best Authority, arranging for more than 30 media placements in legal and technology publications, both print and online. This often entails a great deal of project management on her part, since it frequently requires participation of a Best Authority customer.

Levit notes, “Christy is able to secure major press placements for us and work with our clients to edit and shape articles to meet publications’ high editorial standards. She is a perfect example of why hiring someone outside your company to head up media and public relations efforts is so beneficial. We could never have accomplished this amount of publicity without her.”

Best Authority articles and mentions have appeared in publications such as the *Wall Street Journal's WSJ.com*, *Law.com*, *Law Technology News*, *Legal Management*, *Legal Assistant Today* and *Legal Tech*.

Levit comments that for a small technology company like Levit & James, this kind of press coverage is crucial to maintain a stronghold in the market, especially during the current economic downturn. He points out that “having an outside expert as skilled as

Christy to maneuver through the media landscape is indispensable, both because of the expertise she provides and the relief it provides our internal resources. As a lean company, it makes much more sense for us to connect with a professional to give us the hours we need when we need them, rather than bringing someone on full time.”

Thanks in part to Burke’s efforts, Best Authority is now the leading software for automating Table of Authorities production. Levit & James plans to continue to use Burke & Company to increase awareness of their product.

“Christy Burke is tenacious and proactive,” Levit said. “You can tell she’s thinking about our marketing plan all the time. She’s also a great pleasure to work with and very diplomatic, in that she’s not afraid to tell us if we’re going in the wrong direction and she adds her input to help us achieve our goals.”

About Levit & James

Levit & James, Inc., a Microsoft Certified Partner based in Leesburg Virginia, is a leading provider of Legal Software. For over 22 years, Levit & James’ customers, including government entities, law firms, corporations, and individual users, have benefited from the company’s thoughtful and time-saving word processing utilities. More than 60% of the top two hundred law firms in the United States have purchased products from Levit & James. For more information please call Patricia Meyer at (703) 771-1549 or email pmeyer@levitjames.com.

About Burke & Company

Burke & Company LLC is a New York-based business consulting firm offering a broad scope of public relations, marketing and organizational dynamics expertise. Founded in 2004 by Christy Burke, the firm provides tailored solutions to an international client base with a specialization in legal technology public relations. Burke & Company works with dynamic, entrepreneurial organizations to promote growth and to produce outstanding results. Call 917-338-7034 or visit www.burke-company.com.

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