

## THE LAW OFFICES OF JAMES SOKOLOVE EXPANDS INTERACTIVE CONSUMER REACH

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Press release from: [The Law Offices of James Sokolove](#)

Newton, Mass., Jan. 21, 2008 –The Law Offices of James Sokolove (LOJS), dedicated to providing equal access to the civil justice system, has announced the hire of Joel Breen as Senior Manager of Digital Media. Breen’s addition complements the firm’s aggressive business building strategy to broaden consumer access through the maximization of digital channels such as social media, micro sites and interactive marketing.

“Providing greater access to legal services means reaching consumers where they’re spending more and more time looking—and that’s online,” says Mike Skoler, Chief Executive Officer of the LOJS. “Joel’s expertise in online media and his successful history of developing consumer driven channels made him a natural choice to drive our interactive marketing initiatives.”

Breen brings 14 years of sales and management experience to the LOJS. Prior to joining the firm, he was a principal of Pinehurst Group, a strategic resource for online media and business development. There, he conceptualized and executed aggressive sales and business development strategies for online and technology products. Prior to Pinehurst, Breen was Director of Business Development at Blue Dolphin Group, Inc., where he was responsible for executing a high-growth sales strategy for the world's first e-mail based magazine subscription marketer. He has also appeared as a featured speaker at various industry seminars and conferences.

As Senior Manager of Digital Media, one of Breen’s priorities is discovering dynamic new ways to engage consumers online. Skoler continued, “Effectively reaching our audiences today means incorporating both changing consumer behavior and emergent technologies. This year, we’ll expand beyond traditional channels such as Pay-Per-Click (PPC) advertising to explore the fresher and current resources in social media.”

“As a pioneer of innovative legal marketing, LOJS has been instrumental in bringing access to legal services to underserved individuals and small businesses,” Breen adds. “I’m truly excited to be part of this mission and to expand the potential of digital media as a catalyst for growth.”

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### About The Law Offices of James Sokolove

For over 30 years, The Law Offices of James Sokolove (LOJS) has focused on reinventing how people obtain legal services. Equality of access, irrespective of ethnicity or income, and superior quality of representation and service within our civil justice system is our mission. Within an ever-changing legal profession, the LOJS business model is a proven success strategically matching specific client needs with particular law firm expertise and service quality. LOJS is the nation’s largest and fastest growing marketer of legal services.

[You can find this press release here](#)