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Wolters Kluwer Law & Business Taps Bowhaus for Product Demo Development

PHILADELPHIA, September 1, 2009 – Bowhaus Design Groupe, a full-service marketing communications firm in Center City, recently completed two major online product presentations for Kluwer Law International, the European division of Wolters Kluwer Law & Business – a leading multinational publisher and information services provider to the legal industry.

To assist Kluwer Law International's United Kingdom-based business focused on research information on copyright and patent law, Bowhaus produced an online product demo showcasing Kluwer IP Cases: a web-based service reporting on patent and copyright cases across Europe. To view the new demo online, go to www.KluwerIPCases.com.

Kluwer Law also engaged Bowhaus for a similar interactive design project for its business offering intellectual property law research. Kluwer's flagship product in this area is Kluwer Manual IP, an online repository of intellectual property information, including patent, trademark and design details, from more than 200 countries worldwide. To help Kluwer Law promote this comprehensive electronic service, Bowhaus produced an online demo available at www.KluwerManualIP.com.

Mary Porcelli, principal and president of Bowhaus, added, "More and more leading organizations such as Kluwer Law are turning to the power of the web and the sophistication of digital media to present their products and solutions in a compelling, cost-effective manner. Bowhaus' vast experience in interactive marketing programs enables our clients to leverage these powerful platforms to build their brand, influence prospects, and communicate with customers."

About Bowhaus

Bowhaus Design Groupe, founded in 1995, is an award winning marketing and creative agency providing a full range of design and marketing services to companies in the mid-Atlantic region. The firm's services include brand research, marketing strategy, corporate identity, advertising, public relations, direct mail, print design and production, copywriting, and complete interactive and web design services. With a team of graphic designers, writers and branding strategists, Bowhaus offers clients fresh ideas and proven support for achieving their marketing goals. More information about Bowhaus Design Groupe and its marketing communications services can be found at www.bowhausdesign.com.

About Kluwer Law International

Kluwer Law International supplies the global business community with comprehensive English-language international legal information. Legal practitioners, corporate counsel and business executives around the world rely on the Kluwer Law International journals, loose-leafs, books and electronic products for authoritative information in many areas of international legal practice.