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Bowhaus Develops Trade Exhibit Materials For Wolters Kluwer Law & Business

PHILADELPHIA, February 15, 2010 – Wolters Kluwer utilized Bowhaus' trade exhibit and interactive capabilities to deliver a compelling presence at this year's LegalTech trade show in New York City. The largest legal software show in the world, LegalTech attracts thousands of attendees over a three day period (February 1 to 3), giving Wolters Kluwer a powerful platform to showcase its suite of legal software solutions.

In addition to promoting its IntelliConnect, Loislaw, KluwerArbitration, and Best Case Solutions software, Bowhaus was tasked with raising customer awareness regarding Wolter Kluwer's mobile and e-book applications, which appeal to practicing professionals and law students alike.

"The show was a tremendous success! Bowhaus delivered us powerful messaging along with well-branded marketing tools that really delivered," said Katherine Fleming, Senior Manager of Marketing Communications of Wolters Kluwer Law & Business, "We needed a compelling theme for the show, and Bowhaus worked diligently with our internal marketing team to get it right. They not only hit home that our products are THE industry standard for legal professionals, but that many of our tools can be accessed through mobile devices – with some working on Kindle, making Wolters Kluwer a great resource for law students as well."

The idea of keeping legal professionals constantly connected – regardless of location or time of day – became the cornerstone of the trade display for LegalTech's 2010 event. The exhibit included a backlit duratrans, matching sales slicks, and an interactive Flash presentation with links to product demos, all of which illustrated that WK subscribers really are 'connected every step of the way'.

When asked why Wolters Kluwer selected Bowhaus for the LegalTech 2010 project, Ms. Fleming commented, "Wolters Kluwer has worked with Bowhaus for several years now, and their firsthand knowledge of our tools – and the people who use them – makes them an invaluable asset for our corporate and product branding initiatives."

About Bowhaus

Bowhaus Design Groupe, founded in 1995, is an award winning creative agency providing a full range of design and marketing services to companies in the mid-Atlantic region. The firm's services include branding, corporate identity, advertising, direct mail, print design and production, and complete interactive and web design services. With a team of graphic designers,



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writers and creative strategists, Bowhaus offers clients fresh ideas and proven support for achieving their marketing goals. The firm is headquartered in Center City Philadelphia.

More information about Bowhaus Design Groupe and its design and marketing services can be found at www.bowhausdesign.com.