



New Web-Based Store Features Humorous, Customizable Printed Greeting Cards Especially for Lawyers and Other Legal Professionals

The Billable Hour Co., September 01, 2006

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The Billable Hour Company has opened the world's only online greeting card store featuring humorous and customizable greeting cards especially for lawyers and other legal professionals. Customers can write their own messages, upload a logo or signature, and even include a photo; the printed cards can be shipped to the customer or mailed directly to the recipients. The greeting card store is at www.artamata.com/cardstore/thebillablehour.

PR9.NET September 01, 2006 - Ardsley, New York — The Billable Hour Company has opened the world's only online greeting card store featuring humorous and customizable printed greeting cards especially for lawyers and other legal professionals. The store uses print-on-demand technology that allows customers to send highly personalized cards to their clients, colleagues, prospects and friends.

Creating a customized card is easy. First, the customer chooses from more than 150 cover images appropriate for a variety of holidays and occasions, from Christmas to birthdays. The "especially for" categories help the customer hone in on just the right card, whether the recipient is a lawyer, judge, paralegal, court reporter or client. The cards are also organized by practice area and topic.

Next is personalization. The customer can write a special message for the inside of the card, whether it's a brief "Congratulations on making partner" or a Valentine's Day love poem, to be printed in any of eight different fonts and 131 ink colors. The customer can also upload a signature or logo to appear underneath the message. To make the card even more personal, the customer may even upload a photograph, which will be printed on the card's inside left panel. At each stage, the customer can preview the card on the screen before proceeding.

For added convenience, customers can elect to have the cards shipped to them, or mailed directly to the recipients on the date of their choice. The customer's own return address appears on cards mailed directly to the recipient: in effect, the customer receives free envelope imprinting. Addresses can be uploaded from Microsoft Outlook as well as other CRM programs.

"Lawyers and other legal professionals who are looking to make a truly lasting impression, whether during the holidays or as a part of year-round marketing, can really inject their own personality into these greeting cards," remarked Billable Hour partner Mark Solomon. Solomon's partner (and wife), Lisa, observed: "In an increasingly 'niched' world, it's getting easier for people to find information and products that are relevant to their particular interests on the web. Where else can lawyers find Christmas cards, paralegals find Mother's Day cards, and judges and court reporters find cards that speak directly to them?" Of course, as Ms. Solomon pointed out, "you don't have to be a lawyer to appreciate the humor in a greeting card showing a chalk outline and a police officer saying 'Another murdered spammer . . . and another 150 million suspects,' or another depicting a pair of fiery gates topped by a sign proclaiming 'Welcome to Hell: Proud Sponsor of the Internal Revenue Code.'"

It's no wonder the law-related cover cartoons are so insightful: the cards feature artwork by Stu Rees, an honors graduate of Harvard Law School who spends two-thirds of his time cartooning and devotes one-third to his law practice, in which he represents over 300 cartoonists.

With the addition of its card store, The Billable Hour Company now offers "one stop shopping" for law-related gifts and greeting cards. The company also carries a selection of greeting cards that are not law-related (in the "For Clients" section of its card store) and offers its unique watches and clocks—with dials divided into six-minute increments to reflect the way that many lawyers and other professionals bill for their services—through its main website, at www.TheBillableHour.com.

Single cards are \$2.99 each, and bulk discounts are available for purchases of 10 cards or more. The card store is at www.artamata.com/cardstore/thebillablehour.

Journalists, newsletter publishers, bloggers and others may reprint up to two law-related images from the Billable Hour Card Store, as long as: (1) each image links to www.artamata.com/cardstore/thebillablehour or is accompanied by a link to that page; and (2) the following copyright notice is included with each image: © Stu Rees. All rights reserved.

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About The Billable Hour Co.

The Billable Hour Company sells watches and clocks especially for lawyers and legal professionals. Their timepieces feature dials marked in six-minute increments—the same way many lawyers bill their time. The company publishes a monthly e-newsletter called "The Timesheet," focusing on work/life balance issues and legal humor.

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