



TRIAL ATTORNEYS

June 23, 2012

To Whom It May Concern:

Re: DotCO Law Marketing

In the new internet world of Penguins, Pandas, Backlinks, SEO, Over-Optimization Penalties, PPC, Click-Through Ratios, *etc.*, it is truly impossible to continually master you're your internet presence and stay on top of the latest trial techniques. However, not effectively being on the internet is not an option for us. Our firm has two blogs that we are very proud of and which themselves generate significant traffic (www.the-recall-lawyers.com and www.kentucky-injury-attorney-blog.com). But, as the legal space on the internet becomes more and more competitive, our blogs just simply are not enough.

DotCO provides us with specific geographically targeted sites limited to the practice areas we want. Simply put, we could not get this type of targeted coverage without DotCO, all at a reasonable price.

With their exact match domains, they make sites that are:

- (1) Informative to the end user; and
- (2) Effective in the search results for keywords related to our practice.

The custom campaign they put together for JONES WARD PLC will continue to drive qualified prospective clients to us either by getting them to our blogs or by contacting us directly from our listing on the DotCO site.

I recommend DotCO Law Marketing as they are a solid and reliable business partner.

Sincerely,

JONES WARD PLC

/s/ Lawrence L. Jones II

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