



**DirectLaw Launches MyLawyer.com® Web Portal Offering  
Free Legal Forms to Consumers and First Law Directory of Virtual Law Firms  
Providing “unbundled” Legal Services Online**

**- eLawyering Expert, Richard Granat, Challenges Conventional Law Firm Model -**

**Palm Beach Gardens, Florida – August 25, 2011** -- MyLawyer.com®, Inc. announces today (<http://www.mylawyer.com>), a new legal web site for consumers that offers free legal forms, free legal information, and a directory of “virtual law firms” providing “unbundled legal services” over the Internet at fees that consumers can afford.

The MyLawyer.com® Law Firm Directory is the only attorney directory on the Internet that consists of only law firms offering “unbundling legal services” and which have the capacity to offer these services directly to consumers over the Internet. “Unbundled” legal services, also known as “limited legal services” or “legal services ala carte,” means purchasing just the legal services or advice you need and no more and at a fixed price, rather than the conventional practice of charging by the hour.

MyLawyer.com is also the only web-based attorney directory where the pricing of discrete legal services is listed for the consumer to evaluate and compare to services from conventional attorneys.

“The proliferation of non-lawyer legal document preparation web sites serving consumers and small businesses has been taking market share from solos and small law firms for several years,” said attorney Richard Granat, eLawyering expert and president of MyLawyer.com® Inc. “It is time for consumers to understand that when they purchase a document from LegalZoom® that they get no legal advice and are really just getting a legal form that often they can find for free on the Internet. Non-lawyer legal document preparation services, which hold themselves out as having legal expertise, have no basis for comparing themselves with law firms, as they do not provide legal advice. Law firms are starting to fight back with real legal services online at affordable prices for moderate- and middle-income clients.”

Consumers who register at MyLawyer.com can access their own secure MyLegalAffairs™ page where they can assemble hundreds of free legal documents, access free legal information resources, and if they need it, affordably purchase legal advice by the question and purchase other legal services “ala carte” from a network of qualified virtual law firms that are listed on the site. Clients who want a lawyer to review their completed legal document can also transfer it electronically to one of the law firms for review.

Richard Susskind, author of “The End of Lawyers? Rethinking the Nature of Legal Services” and UK legal futurist, in writing about the DirectLaw/MyLawyer model, comments that “Granat aims to offer his service at the same price as purely online systems but with the added advantages (in interpersonal and liability terms) of having a qualified lawyer involved. He is showing that legal technology can be deployed easily and cheaply by small practices.”



Mr. Granat has been involved in developing innovative legal services delivery systems for over 30 years. In 2010, he was awarded the Louis M. Brown Lifetime Achievement Award in Innovation in the Delivery of Legal Services from the American Bar Association's Standing Committee on the Delivery of Legal Services for his efforts to deliver the next generation of affordable legal services for moderate- and middle-income Americans.

-more-

### **About MyLawyer.com, Inc.**

MyLawyer.com®, Inc., is based in Owings Mills, Md. and Palm Beach Gardens, Fla. DirectLaw is a subsidiary of [DirectLaw, Inc.](#), the leading provider of a virtual law firm platform to solos and small law firms in the United States. MyLawyer.com is the consumer-focused legal web site of the DirectLaw network of law firms that offers free legal forms and free legal information to consumers. For more information: <http://www.directlaw.com> and <http://www.mylawyer.com> .

### **About Richard Granat:**

Richard Granat (<http://www.directlaw.com/team.asp>) is President and founder of [DirectLaw, Inc.](#), and [MyLawyer.com, Inc.](#) He is also managing partner of Granat Legal Services, P.C. (<http://www.marylandfamilylawyer.com>) a virtual law firm that is the prototype for the DirectLaw™ Virtual Law Firm Platform. Mr. Granat is also co-chair of the [eLawyering Task Force](#) of the [Law Practice Management Section](#), a member of the Section Council of the [American Bar Association](#), serves on the [Standing Committee on the Delivery of Legal Services of the ABA](#), and a fellow in the [College of Law Practice Management.](#) Mr. Granat is a member of the Maryland and District of Columbia Bar.

###

### **Contact Information:**

Pam Andrews  
MyLawyer.com, Inc.  
(443) 812-1049