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FOR IMMEDIATE RELEASE

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Free On-Site 'Economic Survival' Seminars Now Offered to SoCal Business & Organization Groups as Employee/Member Benefit

Jeff Isaac, 'The Lawyer in Blue Jeans' as seen and heard weekly on KUSI and 760 KFMB-AM, now booking on-site group financial planning seminars at no cost to companies, organizations and attendees to help Southern Californians weather the economic storm

SAN DIEGO, CA, March 3, 2009 – Companies and organizations large and small have been adversely impacted by the current economic downturn, with employees and members more concerned than ever about their personal financial standing. With this in mind, veteran attorney Jeff Isaac, 'The Lawyer in Blue Jeans' as seen and heard weekly on KUSI and 760 KFMB-AM, is offering some much needed relief by way of a free perk. Isaac today announced that, throughout 2009, he is available to personally conduct 'Economic Survival' seminars on-site at business and organizational establishments throughout Southern California, now offered at no charge to the company, organization and/or attendee for groups of 20 or more in San Diego, or 40 or more in other counties. He is currently accepting booking requests from company executives, human resource managers, department heads and other decision makers in this regard via email at freeseminar@lawyerinbluejeans.com or via telephone at 1-800-8-IMPACT.

"The economic recession's impact on Wall Street has indelibly changed the way personal finances should be managed," said Isaac. "Even many time-honored ways of securing family finances must be re-addressed with careful and concerted planning to best weather the economic storm. I look forward to sharing this invaluable financial planning information with fellow SoCal residents through my free group seminars, which also give businesses and organizations a unique, no-cost opportunity to exhibit the care and concern they have for employees, members, affiliates and others in their network."

Among other critical 'Economic Survival' topics, during each seminar Isaac will detail 3 key imperatives on how to safeguard individual and family finances. Discussion points will include:

--Family Solvency: How to best manage current debt and open lines of credit, How your FICO score is an asset potentially worth hundreds of thousand of dollars, and how to readily increase your all-important FICO score

--Asset Protection: Why and how homesteads can protect what you own, umbrella insurance policies that can save your estate, and why LLC incorporation is smart for small business and rental property owners alike

--Living Trusts: How to keep assets in the family upon death without lawyers, the government or the expense and delay of probate, how to reduce estate taxes, and how to facilitate asset management transferability should you become incapacitated



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Those businesses and organizations interested in booking Jeff Isaac for a free on-site seminar may submit date availability inquiries and information requests via email at freeseminar@lawyerinbluejeans.com or via telephone at 1-800-8-IMPACT.

About Jeff Isaac and The Lawyer in Blue Jeans Group

Jeff Isaac, AKA “**The Lawyer in Blue Jeans**,” is an invigorating public speaker and media personality who imparts his unique style and lighthearted perspective throughout San Diego's TV and radio airwaves. He appears weekly on KUSI Channel 9 San Diego, offering insightful legal explanations, interpretations and perspectives on legal issues that impact viewers on a personal level as well as the region at large. Isaac is also host of 760 KFMB AM's “The Lawyer in Blue Jeans” – a weekly talk radio program offering down-to-earth advice, humor and engaging commentary on life's daily legal challenges with the “common man's” interest at heart. In addition, Isaac is the CEO and principal attorney at The Lawyer in Blue Jeans Group – a firm dedicated to helping shield consumers against lawyers, legal fees, courts, and the emotional and financial costs thereof – with legal services offered at affordable prices. Firm services include the establishment of Revocable Living Trusts, Articles of Incorporation, Probate Representation and Estate Administration. More information may be accessed online at www.LawyerInBlueJeans.com or by calling 1-800-8-IMPACT.