



Our Relationship with the Media

More than 50 years of working with the media has made us a trusted source for news releases for journalists. Our team of media professionals, many of whom are former journalists, stays in constant contact with the media to keep our newswires up-to-date and themselves up to speed on the content needs and delivery preferences of the media. Newsgathering tools, ProfNet Experts™, the SIIA award-winning PR Newswire for Journalists Web site, plus the knowledge that PR Newswire employs strict security measures to help keep our wire free of ticker spam and ensure the authority of news release senders, all combine to make PR Newswire one of the first places media professionals turn when they are looking for content for their stories.

Our People

At PR Newswire, we understand that the best products and latest technologies are only as good as the outstanding professionals that deliver them. That's why every PR Newswire employee is committed to providing the highest level of customer service available. Our highly skilled and experienced team includes experts in news distribution, multimedia, disclosure, media relations, feature writing and communications. So whether you want to bounce ideas off of a knowledgeable partner or explore how to get more impact from your message, we're here to help.

PR Newswire
810 Seventh Avenue
New York, NY 10019

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The PR Newswire Advantage

At a glance

At PR Newswire, we understand that your ultimate goal is pickup. That's why our vast resources are organized to give your message every advantage for the visibility you seek.

To guide you through our wealth of solutions, we've mapped out an easy-to-follow illustration of our products and services. From targeting and distribution, to measuring and monitoring, to multimedia services—it's all available to you from one trusted source.

But there's one thing you won't pick up from a chart or diagram—the superior service provided by our people. They work 24/7, behind the scenes and in front of the media, to ensure that our advanced systems and journalist-friendly services are always working for you.

Our Services

PR Newswire constantly strives not only to improve the ways in which we deliver your message to your audiences, but also to grow the audiences we make accessible to you. Our unmatched news distribution services use state-of-the-art technology to get your news where you want it to go, at the time you want it delivered, with ROI reporting to demonstrate the value you receive. Our US1 premium national newswire delivers unparalleled value—with broad delivery to traditional and online media, free online media monitoring, search engine optimization, premium access reporting and analyst commentary from the Thomson First Call® network for public company releases.

To further support your communications objectives, our in-house multimedia company, MultiVu™, offers industry-leading production and distribution services. Combine all this with refined media targeting, monitoring and affordable media measurement and you get a superior, one-stop solution for all your news distribution needs.

Our Technology

Technology advances such as blogs, RSS, podcasts, search engine optimization, Web 2.0 and solutions like self-managed online media rooms have forever changed the way organizations communicate. PR Newswire has remained ahead of the curve by embracing these changes and creating innovative products and services that help our members meet the challenges of connecting their messages with their target audiences. We were the first newswire to deliver news in an XML format, and now have more than 680 RSS feeds in which we deliver our members' news to media, consumers, investors, analysts and customers. A partnership with various social networks including del.icio.us, digg and technorati, allows users of these social bookmarking services to tag PR Newswire releases and share them with others—embracing the next generation of the Web.

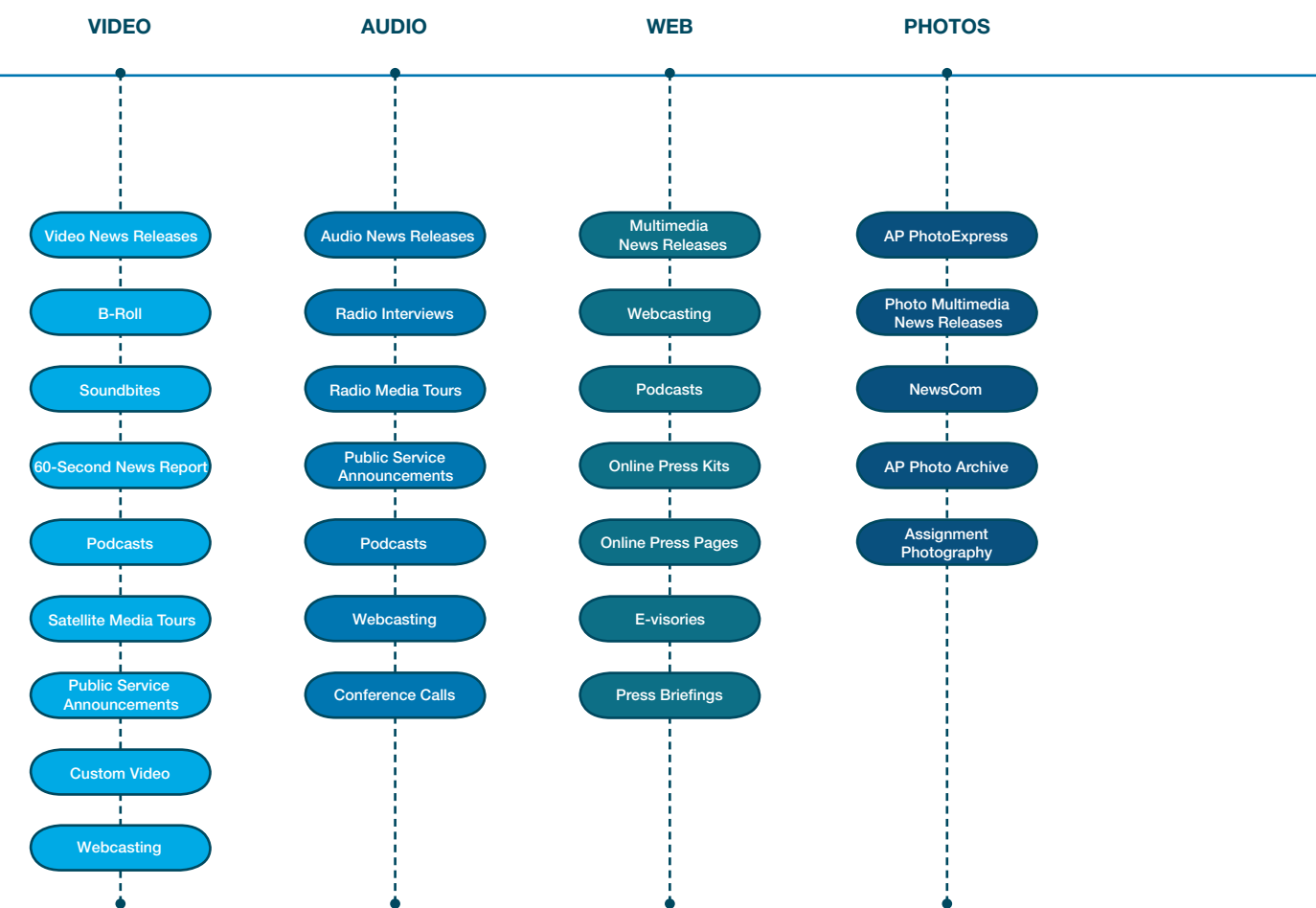
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News Distribution • Targeting • Measurement and Monitoring • Multimedia



multimedia



PRODUCTION:

From guidance in determining the best way to prepare a story, to creation or repurposing of multimedia assets, we can help devise a strategy that presents your content in the most powerful and appropriate ways.

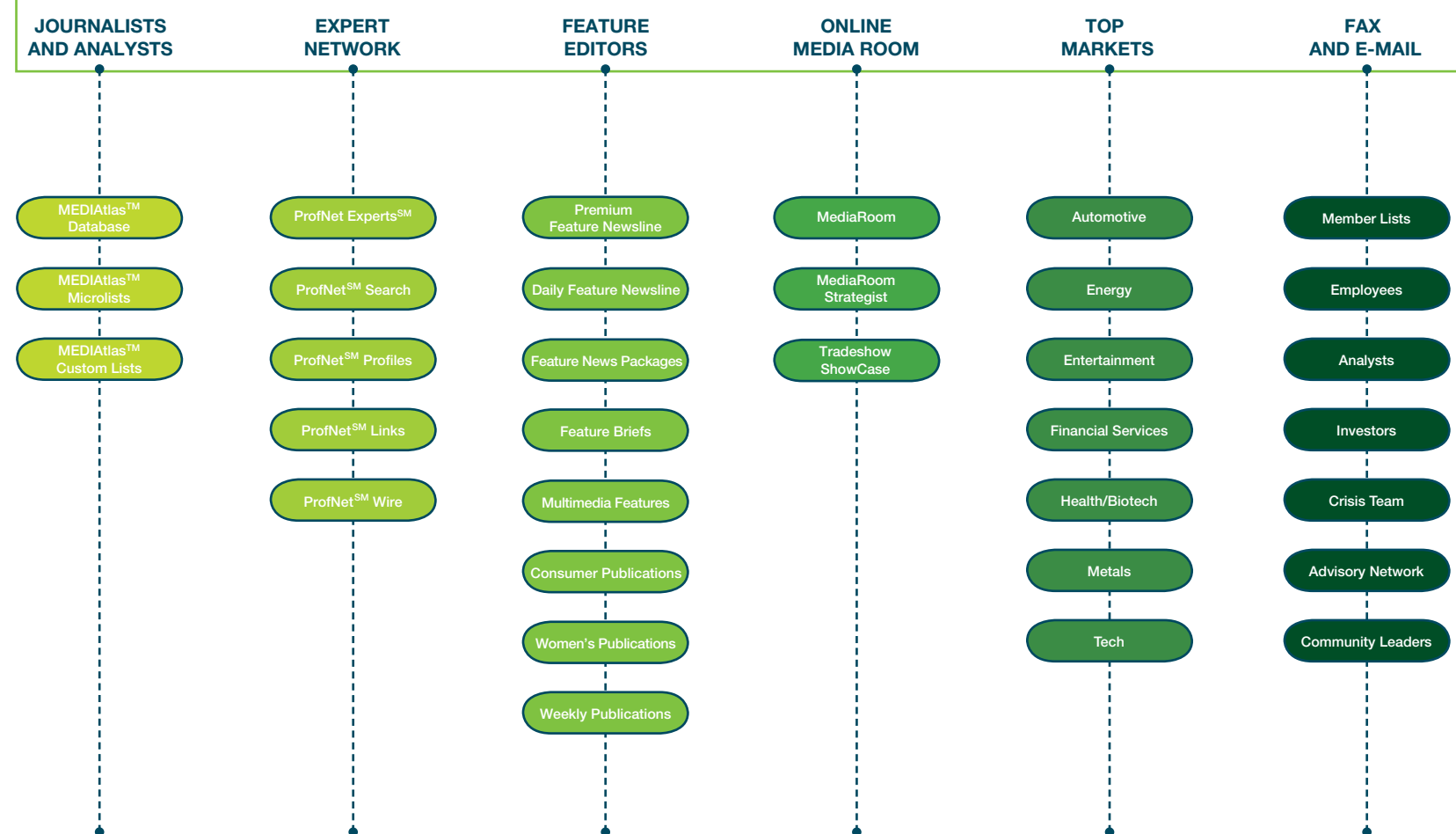
PACKAGING:

MultiVu™, our in-house multimedia PR company, has developed the Electronic Multimedia Kit (EMK), packaging text, audio and video content to harness the potential of today's multimedia technology and take your message directly to an ever-increasing audience beyond broadcast television and radio.

DELIVERY:

Distribution of your content to broadcast and beyond utilizing both traditional PR tools and emerging Web-based technologies, including multimedia news releases, social media links and tools, Webcasting, podcasting, RSS feeds, delivery to wireless devices and more.

targeting



MEDIAATLAS™ DATABASE:

Web-based tool with more than 450,000 media and analyst contacts and an automated distribution system.

MEDIAATLAS™ MICROLISTS:

Predefined lists based on specific industries and areas of interest.

MEDIAATLAS™ CUSTOM LISTS:

Lists built specifically for your needs.

PROFNET EXPERTS™:

Collaborative network that links reporters with your expert sources.

PROFNET™ SEARCH:

Sends queries submitted by journalists looking for expert commentary.

PROFNET™ PROFILES:

Post unlimited expert profiles in the ProfNet™ Database at no cost.

PROFNET™ LINKS:

Include links to your experts' profiles in releases you send.

PROFNET™ WIRE:

Alerts reporters to availability of experts who can address new topics.

FEATURES:

Human interest and lifestyle news sent to feature editors nationwide.

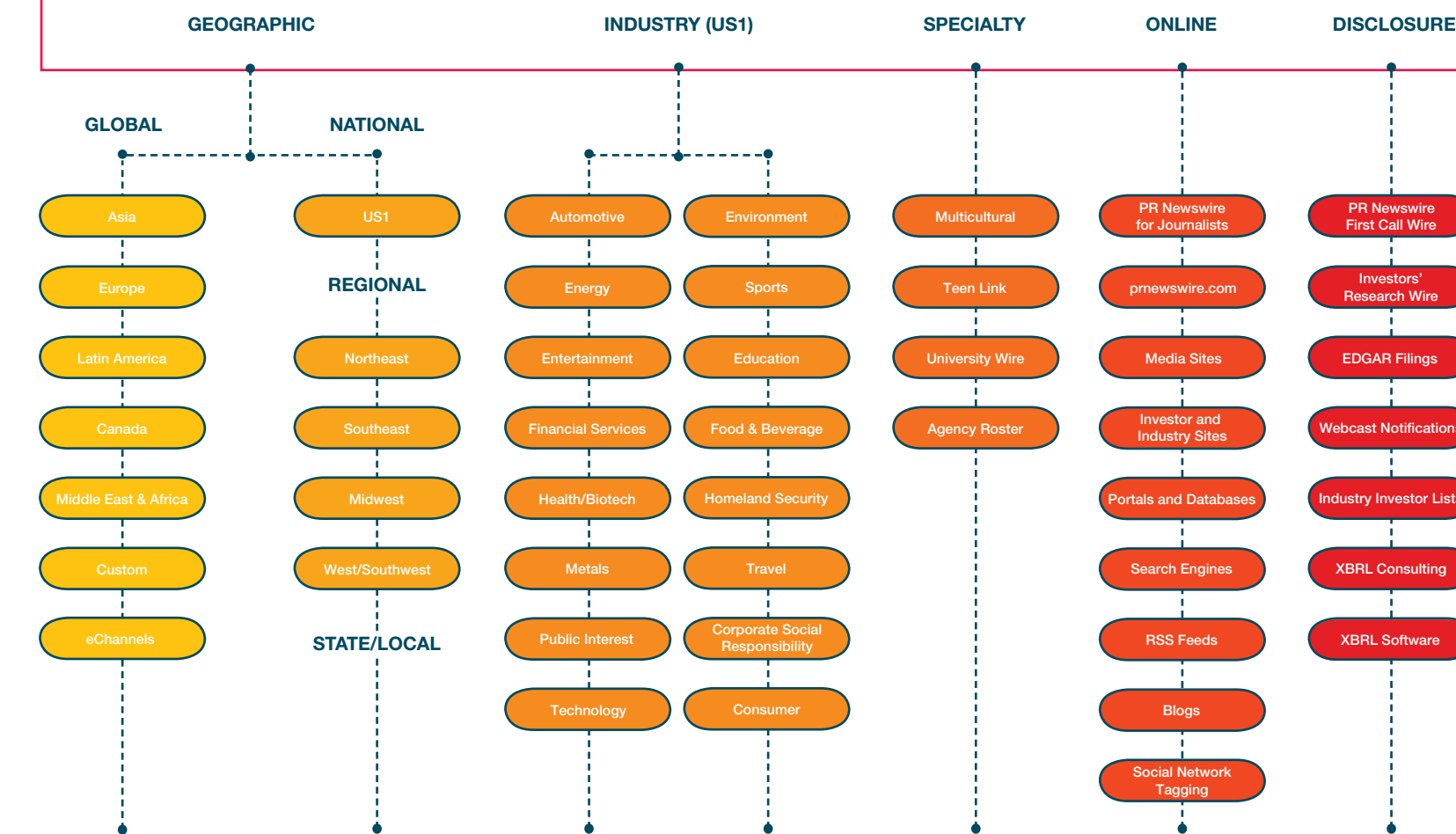
MEDIAROOM:

Dedicated press section on your Web site that you control.

BROADCAST FAX AND E-MAIL:

Delivered electronically for one-to-one contact with your own lists.

distribution



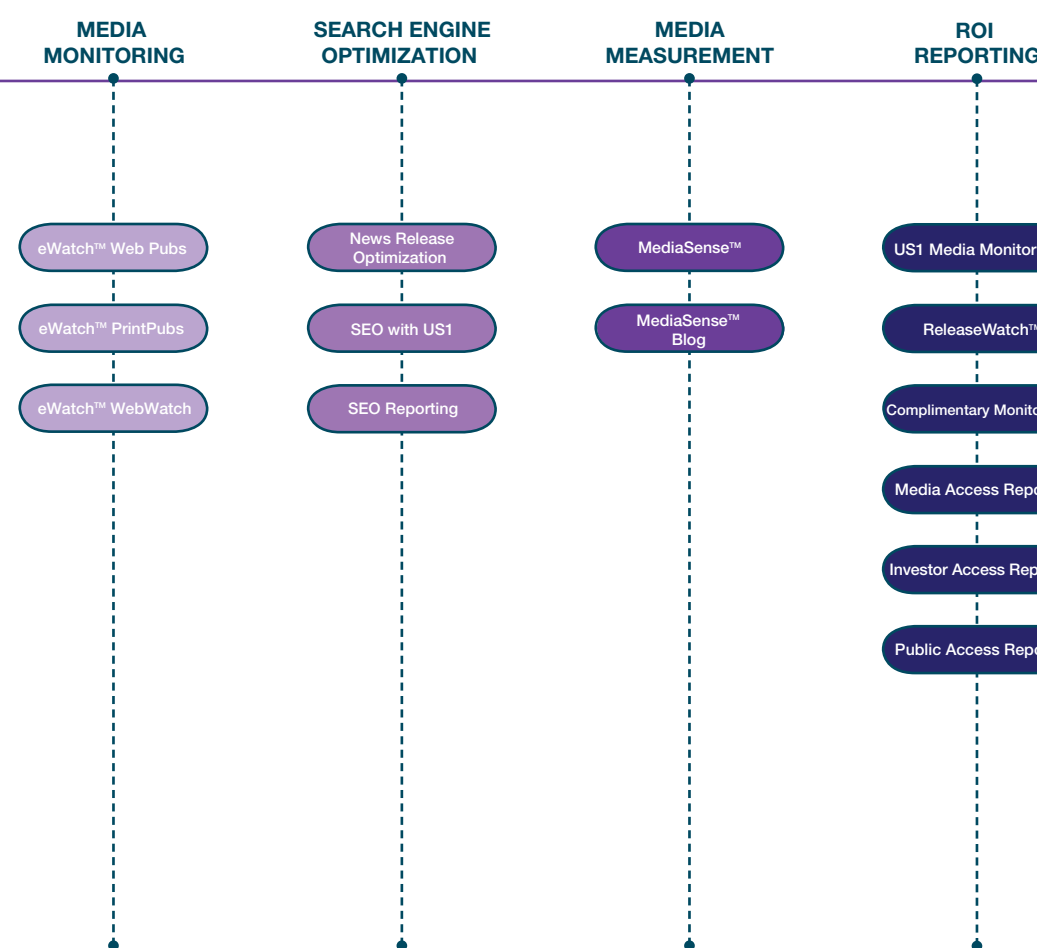
REACH AND RANGE:

News releases are distributed to the media via the newswire you've selected, as well as to appropriate trade publications and the financial community. More than 680 RSS feeds, posting on PR Newswire for Journalists, distribution to among 3,600 Web sites that receive PR Newswire member news and automatic delivery of public company releases to the Thomson First Call® network ensure saturation of all your target audiences — media, analysts, investors, consumers and business decision makers.

US1, OUR PREMIUM NATIONAL NEWSLINE:

US1 offers search engine optimization; 30 days of free online media monitoring; premium reporting detailing accesses from media, visitors to our public Web site and analysts on the First Call® network; and analyst commentary to news releases from public companies. These services help you gauge interest in your message and measure the impact of your communications.

monitoring and measurement



eWATCH™:

Gauge what's being said about your organization, product, service or industry: track rumors, reputation and references. eWatch™ scans both print and online publications as well as Web sites, blogs, bulletin boards and e-mail discussion groups. Reports are available online or via e-mail.

SEARCH ENGINE OPTIMIZATION:

Put your release where millions of search engine users are looking for information. Included with US1 or available as an add-on to any newswire distribution, our news release optimization includes reporting on which search engines and keywords were used to find your release.

MEDIASENSE™:

Measure whether your message is resonating with the media, compare your print performance against competitors and get feedback on what is being said about you on blogs. Easy-to-read reports give you information on tonality of coverage, volume, demographics, quality and more.