



marketwire

Geographic and Specialty Newslines

Benefit from precision targeting on a global scale.

Today, you can't just blitz the market with your message and hope for the best. You need a clear strategy and defined audience. There's a diverse, evolving and increasingly global media mix. News consumption is shifting online at an unprecedented rate. Social networks are sprouting up everywhere, and traditional media outlets are in makeover mode.

Marketwire can guide you down the right channels, whether you need to reach niche media markets, send your messages around the world, meet domestic or international disclosure or connect with online audiences. We can also help you put your news into the interactive realm of social media where it can be seen, shared and talked about. Ask your Marketwire representative about our Social Media 2.0 press release.



US Newslines

Put your news in front of media, financial analysts and online audiences throughout the country and distribute to thousands of newspapers, broadcast outlets, trade publications, websites, financial terminals and databases in all 50 states as well as directly to The Associated Press. You can target your news by selecting from 12 regional newlines and more than 20 metro areas. All newlines satisfy disclosure requirements. Complete details are available at Marketwire.com.

US National Newline

Our broadest domestic distribution reaches thousands of media and financial points across the United States. This newline also includes distribution over AP Mobile News Network to millions of BlackBerry, iPhone and other smartphone users.

US Regional Newlines

Your news is distributed throughout the Atlantic Seaboard, Carolinas, East, Gulf Coast, Midwest, New England, Northeast, Pacific Coast, Pacific Northwest, Rocky Mountain States, Southeast, Southwest or West regions. Includes distribution over AP Mobile News Network.

US State Newlines

Enjoy targeted reach to each individual state, as well as Northern and Southern California, and Western Pennsylvania. Includes distribution over AP Mobile News Network.

US Metro Newlines

Distribute your news to any of more than 20 US metro areas, including Atlanta, Boston, Chicago, Cleveland, Dallas/Ft Worth, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami/South Florida, Minneapolis/St Paul, New York Capital, New York City, Orlando, Philadelphia, Phoenix, Sacramento, San Diego, San Francisco/Bay Area, Seattle, Tampa/St Pete, and Washington DC. These newlines include distribution over AP Mobile News Network.

Trade Distribution

In addition to your selected US Newline, Marketwire offers distribution of your press release to industry-specific trades, making it easy for you to reach trade reporters who keep a vigilant eye on company news, product launches, major contracts and other industry developments. Aligning your news with trade media is an effective way to put your messages in front of targeted, highly-interested audiences. From automotive to health care, software to the environment, Marketwire knows the value of vertical reach.

Canada Newlines

Reach media and financial points and connect with the audiences that are important to you. Disclosure networks meet regulatory compliance in Canada and media networks deliver your news to newspapers, broadcast outlets, news agencies, websites and trade publications in any or all of Canada's provinces and territories. Distribution options for French-language news allow for communication in both of Canada's official languages, and Marketwire's Canada Newlines have direct access to The Canadian Press Wire and Photo networks.

Canadian Timely Disclosure Networks:

Canadian Timely Disclosure: Our most comprehensive distribution for all Toronto Stock Exchange (TSX) listed companies, this network also includes distribution over CP Mobile News Network.

Canadian Enhanced Disclosure: Your news is delivered to every location in the Canadian Timely Disclosure Network, plus direct delivery to investment industry specialists focused on any one of 20 industry groups. Includes distribution over CP Mobile News Network.

TSX Venture Exchange / CNSX Disclosure: Distribution via these networks meets the disclosure requirements of companies listed on the TSX Venture Exchange (TSX-V) or the

Canadian National Stock Exchange (CNSX). Includes distribution over CP Mobile News Network.

French-Language Disclosure: This network is automatically included for French-language transmission when the complete Canadian Timely Disclosure Network is ordered and the news release is in both of Canada's official languages.

North American Disclosure: Your news is distributed to the US and Canadian Timely Disclosure networks and satisfies disclosure in both Canada and the US. Includes distribution over AP Mobile News Network and CP Mobile News Network.



Canadian Media Networks:

National Business News Network: Your news reaches the business and news editors of prominent print and broadcast media as well as trade and consumer publications. This network focuses exclusively on business and financial news, and includes the major news agencies and broadcast networks.

National Media Network: Your news reaches all daily newspapers, all television stations and selected major radio stations in every city in Canada with a population of over 50,000, including the major news agencies and broadcast networks in six smaller cities to offer complete national reach. This network focuses on the requirements of any organization having major non-business announcements of national importance. Includes distribution over CP Mobile News Network.

Canadian Specialty Networks: Your content gains expansive reach to industry-specific media covering automotive, energy, entertainment, food, health care, high tech, mining and sports news.

Provincial Media Networks: This network includes comprehensive delivery to media in any or all of Canada's 10 provinces and three territories, categorized by media type. Includes distribution over CP Mobile News Network.

Major Canadian Cities: Your news reaches Canada's most populous cities to ensure that the urban core of every province is covered: Calgary, Edmonton, Halifax, Dartmouth, Montreal (English/French), Ottawa, St John's, Toronto, Vancouver and Winnipeg.

Canadian Dailies: News is sent to all daily newspapers in Canada with a circulation of more than 10,000.

XHTML

XHTML preserves the rich-text formatting of your original document. Bold, underlined and italic text, bulleted lists, financial tables and other formatting stays in tact, making your press release more readable so key messages and formatted information stand out. With XHTML tags, members of the media can read and easily parse the content of your release on downstream websites.

Global Newslines

More than ever, you need to reach international audiences and gain visibility in industries that span the world. Target individual countries, economic regions, industry and financial hot spots and even satisfy full disclosure in many nations.



Complete

Our most comprehensive global distribution option delivers your news via the US, Canada Timely Disclosure, Latin America, Europe, Pan Asia, and Africa newlines. It includes translation into French, German, Spanish, Portuguese, Traditional and Simplified Chinese, Japanese, and Korean and satisfies full disclosure in the US and Canada.

Budget

Your news travels via the US, Canada Business Network, Latin America, Budget Asia, and Budget Europe newlines. Translation into Traditional and Simplified Chinese, Spanish and Portuguese is included; satisfies full disclosure in the US.

Finance

Your news is distributed to US Financial Hot Spots, Canada Timely Disclosure, Latin America, Budget Europe, and Asia Financial with translation into Spanish, Portuguese, Traditional and Simplified Chinese, Korean, and Japanese. Satisfies full disclosure in both the US and Canada.

Health Care

Your health care-related news is sent to US Health Care Hot Spots, the Canada Health Care Network, Latin America, Budget Europe, Asia Health, and Africa with translation into Korean, Spanish, Portuguese, Traditional and Simplified Chinese, and Japanese. This newline satisfies full disclosure in the US.

Tech

Technology-related news is distributed via US High Tech Hot Spots, the Canada High Tech Network, Latin America, Budget Europe, and Asia Tech. Translation into Spanish, Portuguese, Traditional and Simplified Chinese, Korean, and Japanese. Satisfies full disclosure in the US.

NAFTA

This newline sends your news to US National, Canada Timely Disclosure, and Mexico, with Spanish translation included; satisfies full disclosure in the US and Canada.

Middle East/Africa Newslines

Send your press releases to the editorial systems of leading newspapers, magazines, newswires, websites and broadcast outlets across the Middle East, Gulf Region and Africa. Translation is based on the region you select.



All Africa: Reach newspapers, TV and radio stations, news agencies, websites and trade publications across all of Africa, from Egypt to South Africa, and from Mauritania to Somalia. Release is distributed in English.

Full Middle East: Your news reaches Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria and the United Arab Emirates, with translation into Arabic.

Gulf Region Circuits: Each targeted trade circuit in the Gulf Region includes translation into Arabic and distribution to trades, newspapers, and websites in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE. Circuits include: Gulf Region Entertainment, Gulf Region Finance, Gulf Region News and Gulf Region Tech.

Israel: Send your release to general and business newspapers, magazines, newswires, websites and broadcast media throughout Israel. Full translation into Hebrew is included. Distribution via Asia Release and news distribution network Noy Tikshoret is also included.

Morocco: Distribute your English-only news to major media, dailies, broadcast outlets and trade publications in Morocco.

South Africa: Your full-text press release reaches the editorial systems of leading newspapers, broadcast outlets and websites throughout South Africa and the subcontinent. Distribution is in English.

Pakistan: Send your news to general, business and trade newspapers, magazines and broadcast media throughout Pakistan. Distribution is in English.

Asia Newslines

From our comprehensive Pan Asia Newslines to individual country reach, Marketwire expertly covers this expansive region and delivers your news to general and business newspapers, magazines, newswires, broadcast outlets, websites and trade media. Distribution is via Asia Release and regional news agency partners that include CINIC, ISTIC, MOST, TIPS and Xinhua Infolink (China), India PR, Japan Corporate News, Korea Newswire, Media Monitors and Thai Business News. Target your news further with specialty circuits dedicated to automotive, financial, sports, tech and other industries.

Pan Asia: A comprehensive distribution option, your news reaches Australia, Hong Kong, India, Indonesia, Japan, Korea, Macao, mainland China, Malaysia, New Zealand, Singapore, Taiwan, the Philippines and other regional media. Translation into Traditional and Simplified Chinese, Korean, and Japanese is included.

Budget Asia: Distribute your news to Australia, mainland China, Hong Kong, India, Japan, Macao, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand, Philippines, Vietnam and other regional media. Translation into Traditional and Simplified Chinese is included; distribution outside of China is in English.

Greater China: Your news is sent to media outlets in China, Hong Kong and Taiwan, with translation into Traditional and Simplified Chinese included.

Pan Asia Media Circuits: Select industry-focused distribution options for your news and reach automotive, energy and transportation, entertainment, financial, health and medicine, news, sports, tech, and travel and tourism media across the Pan Asia region.

Japan Financial: This newslines delivers your release to business and financial newspapers, magazines, newswires, broadcast outlets and websites throughout Japan. It also features distribution to Bloomberg Japan, Reuters Japan and financial terminals. Translation into Japanese is included.

Individual Country Circuits: Select distribution to Australia, Australia and New Zealand, China, Hong Kong, Indonesia, Japan, Malaysia*, New Zealand, Pakistan*, the Philippines*, Singapore*, South Korea, Thailand, Taiwan and Vietnam. Translation into the local language is included, except where noted by asterisks.

India Circuits: Target your news by industry by selecting India News, India Tech, India Entertainment and India Finance. Translation into Hindi is included.

Asia Features: Your special interest and holiday/seasonal releases are sent to features, lifestyle and entertainment editors at newspapers, broadcast outlets and magazines across Asia, including Australia, mainland China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, Taiwan and Thailand. Translation into Traditional and Simplified Chinese, Korean and Japanese is included.



Europe Newslines

Marketwire offers an array of distribution options to reach more than 40 European countries and over 4,800 media points across Eastern, Western and Central Europe, including a broad network of government press offices, centralized news agency networks and newspaper bureaus.



All Europe: Get the broadest European coverage, spanning more than 30 nations from West to East, with distribution that reaches all countries listed under our Eastern Europe and Western Europe newslines.

European Financial News: Targeting key financial press in 30 different countries, this newsline includes translation and distribution in English, French and German.

Budget Europe: Your news is distributed in English to Albania, Austria, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Poland, Portugal, Republic of Ireland, Romania, Russian Federation, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, and the United Kingdom. Also includes distribution to the Press Association Network.

Western Europe: Your news reaches Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Greece, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Malta, the Netherlands, Norway, Portugal, Sweden, Spain, and Switzerland. Translation into German, French and Spanish is included.

German-Language Media: Your news is distributed to the DACH Region (Germany, Austria and Switzerland) and includes translation into German.

Scandinavia Pack: Distribution of your news is in English to major media in Denmark, Finland, Norway and Sweden.

Individual Country Circuits – Western Europe: Your news reaches Austria, Belgium, Denmark, Finland, France, Germany, Ireland*, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK*, UK/Ireland* or Wales*. Distribution includes translation into the local language, except where noted by asterisks.

European/UK Trade Media Add-Ons: Your news can be distributed to trade media categories including aerospace and defense, energy, pharmaceutical and biotechnology, technology and more. Contact Marketwire for a complete list.

Eastern Europe: Comprehensive distribution means your news reaches Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, and the Ukraine. Translation into Czech, Hungarian, Polish, Russian, Slovak and Slovenian is included.

Individual Country Circuits – Eastern Europe: Choose to distribute your news to Cyprus, Czech Republic, Estonia, Greece, Hungary, Poland, Romania*, Russia, Slovakia, Slovenia, and Turkey. Distribution includes translation into the local language except where noted by an asterisk.

Latin America and North America Hispanic Newslines

Target the entire Latin America Region or North America's growing base of Hispanic media. Like all our global newswires, you can distribute your press release to individual countries, across economic regions or to key industries.

Latin America Completo: Enjoy comprehensive distribution of your news to Argentina, Brazil, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela. This newswire includes translation into Spanish and Portuguese.

Spanish Latin America: Distribute to Latin America Completo (excluding Brazil); includes translation into Spanish.

Central America: Reach Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama with your press releases. Distribution includes translation into Spanish.

Andean Pack: Your news is distributed to Bolivia, Colombia, Ecuador, Peru and Venezuela; includes translation into Spanish.

Mercosur: Distribute to all countries that are part of the Mercosur Free Trade Agreement (also known as the Southern Cone Common Market). Releases are translated into Spanish and Portuguese and distributed to Argentina, Bolivia, Brazil, Chile, Paraguay and Uruguay.

Individual Countries: Distribute your news to Argentina, Belize*, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela; includes translation into the country's national language except where indicated by an asterisk.

Latin Trade Media Add-Ons (English Only): Choose to vertically align your news with trade media distribution to categories such as banking/finance, energy/natural resources, health/biotech, technology/telecom, travel/hospitality and more.

North America Hispanic: Reach Marketwire's distribution points plus EFE's network of hundreds of Spanish-language and Hispanic-targeted media throughout North America. Releases are translated into Spanish and delivered electronically to radio and television stations, newspapers, business journals, consumer and trade magazines, targeted newsletters and special interests, and top Hispanic websites.

US Hispanic: Reach 1,800-plus Hispanic media outlets, Spanish-language websites and financial databases across the US and Puerto Rico, with guaranteed posting on more than 45 leading Spanish-language websites. Distribution includes Spanish translation.

Hispanic Top Metro Markets: Your news reaches top US Hispanic metro markets (DMAs), with guaranteed posting on more than 45 leading Spanish-language websites. Distribution includes Spanish translation.

Caribbean: Reach all influential newspapers, broadcast stations and news agencies across the island nations and territories of the Caribbean. Your release is distributed in English.



Specialty Distribution

It's more important than ever to put your news in front of the right audiences. Marketwire's specialty-market distribution lets you reach dozens of highly targeted and niche segments, from collegiate to sports to public policy audiences.

Collegiate Presswire

Reach the campus crowd by sending your news to more than 1,500 college and university newspapers and more than 450 college radio stations in the US and Canada. Your news also reaches a network of topic-specific and general-interest websites. The circuit includes Collegiate Presswire North America, Collegiate Presswire US, Collegiate Presswire Canada, Radiowire US, Collegiate Presswire Plus Radiowire US, and Collegiate Presswire Summer Circuit US. All include News Dashboard 2.0 tracking reports and distribution over AP Mobile News Network and CP Mobile News Network.

Corporate Social Responsibility/ CSRwire® PLUS

Promote corporate social responsibility news related to ethics, corporate governance, philanthropy, diversity, the environment, workplace issues, human rights, sustainability and community development via CSRwire®, the world's No. 1 resource for CSR news, to over 45,000 investors, CEOs, journalists at major media outlets, CSR professionals and activists. Your news also reaches CSRwire's wide syndication network as well as Marketwire's exclusive distribution circuit consisting of hundreds of targeted media outlets. CSRwire® PLUS includes News Dashboard 2.0 tracking reports.

Hot Spots

Target trades, major media, key financial websites and databases for automotive, biotech, energy, entertainment, financial, health care, high tech, mining and sports markets. Available for US and North America, this circuit includes distribution over AP Mobile News Network and CP Mobile News Network.

US Specialty/Ethnic Newslines

Target your news to niche markets. Circuits include African American, Asian Wire US, Closed-end Funds, GLBT (Gay, Lesbian, Bisexual, Transgender), Legal Announcements and Washington DC (Capitol Hill, Public Policy).

Top US Dailies

Reach the US major markets with distribution to the top daily newspapers in every state.

AP Mobile News Network

CP Mobile News Network

Deliver your full-text press releases and photos to millions of business people and consumers on the go who use iPhones, BlackBerrys and other smartphone platforms. AP and CP mobile news networks are an automatic, no-cost enhancement to several US, North America and Canada newlines where indicated. You can also add distribution via AP Mobile News Network to any US Metro, Specialty, Ethnic, Domestic or International newline where not automatically included.

Features Newline

Reach features editors at newspapers, broadcast outlets and magazines across North America as well as targeted trade publications and websites. Our Features Package aligns with editorial calendars and Daily Features provides distribution at a specific time each day. Find our full features calendar on Marketwire.com.

MARKETWIRE LOCATIONS

HEADQUARTERS

Toronto (Global)
Los Angeles (US)

UNITED STATES

Boston
Chicago
Dallas
Miami
New York
San Francisco
Washington DC

CANADA

Calgary
Montreal
Ottawa
Vancouver

UNITED KINGDOM

London

BRAZIL

Rio de Janeiro
São Paulo

ASIA

Beijing
Hong Kong
Manila
Shanghai



US 800-774-9473 • Canada 888-299-0338 • UK 44 20-7220-4500 • www.marketwire.com

