

# Marketwire Corporate Backgrounder

Marketwire advances the way the world communicates. Serving more than 11,000 clients worldwide through 20 offices on four continents, Marketwire is a dominant distributor of company news releases and other communications, electronically delivering global news and information to traditional and new media outlets including newspapers, magazines, databases, analyst terminals, online portals, blogs, and more. Specializing in maximizing the power of its clients' communications, Marketwire leverages the latest in search engine optimization, multimedia, social media, and new technologies.

Marketwire is majority-owned by OMERS Private Equity, which manages the private equity activities of OMERS Administration Corporation and today has \$4 billion of investments under management. The group's investment strategy includes the active ownership of businesses in North America and Europe. For further information visit: [www.omerspe.com](http://www.omerspe.com).

## Company History

- 1957 Matthews Directories are first published
- 1982 Canadian Corporate News (CCN) is incorporated in Canada
- 1983 CCN introduces the first alternative newswire in Canada
- 1991 CCN acquires Matthews Directories
- 1993 Internet Wire is founded in the U.S.; it is among the first to use the internet for news distribution
- 1999 Internet Wire is incorporated in the U.S.
- 2001 CCN and Matthews become part of the PIMS group
- 2002 CCN and Matthews adopt new corporate identities and become CCNMatthews
- 2002 Internet Wire is rebranded as Market Wire
- 2002 CCNMatthews acquires e-News from BCE Emergis
- 2003 Market Wire enters an alliance with NASDAQ and becomes the preferred newswire for NASDAQ-listed companies – a first-ever between a newswire and a global stock exchange
- 2004 CCNMatthews London bureau begins dissemination of UK regulatory news releases as a recognized Primary Information provider (PIP)
- 2005 CCNMatthews forms strategic alliance with The Canadian Press (CP), becoming the only news release distributor to offer direct access to the CP Wire Network and the CP picture distribution wire across Canada
- 2005 Market Wire is selected as the North American newswire partner of the London Stock Exchange's Regulatory News Service (RNS)



- 2005 Market Wire is selected as the preferred partner of Deutsche Gesellschaft Fuer Adhoc-Publizitaet mbH (DGAP), which is a joint venture between the German Stock Exchange (Deutsche Boerse AG), Reuters AG and vwd GmbH
- 2005 Market Wire becomes the third largest newswire in the U.S.
- 2006 April – Market Wire is acquired by CCNMatthews
- 2006 December – CCNMatthews and Market Wire, a CCNMatthews Company, become majority-owned by OMERS Capital Partners, now known as OMERS Private Equity
- 2007 Marketwire is the fastest growing top-tier newswire worldwide, averaging 30% growth year over year; U.S. market share is nearly 16% (more than doubling since early 2006); Canada market share is at nearly 52%
- 2007 June – CCNMatthews and Market Wire rebrand as Marketwire
- 2007 July - Marketwire acquires Press Release News Network (PRNN) – a premier social and multimedia press release distribution and archival network
- 2007 November – Marketwire advances its corporate social responsibility (CSR) with a new distribution option specifically for clients' CSR and sustainability news
- 2007 December – Collegiate Presswire by Marketwire is introduced, extending the reach of client news to college and university newspapers and radio stations, totaling 10 million students, throughout the United States and Canada
- 2008 January – Marketwire acquires International Media Services Companies (IMS), extending its reach into Latin America and Asia and expanding its presence into 17 offices on four continents; IMS' offerings further strengthen Marketwire news distribution networks, translation, financial news aggregation, media management capabilities, and clipping and monitoring solutions worldwide
- 2008 February – Marketwire introduces the online media management tool, Mediahub, to the US market
- 2008 February – Marketwire brings Web 2.0, social networking and connectivity to the press release, as it unveils its Social Media 2.0 press release
- 2008 March – Marketwire launches North America Hispanic newswire with expanded reach to 160 million Hispanics living in the United States, Canada, Mexico and Puerto Rico; included at its core is NoticiasFinancieras, Latin America's largest, most prominent news distribution and syndication system, and a company Marketwire gained from its IMS acquisition earlier
- 2008 May – Marketwire China Holdings acquires Media Services Asia expanding further Marketwire's news distribution services in Asia, the Middle East and Africa
- 2008 May – Marketwire announces the opening of media research labs in Manila, Philippines and Beijing, China, to meet the international communications needs of its ever expanding client base in established and emerging international media markets
- 2008 June – Marketwire combines traditional media distribution with the power of social media to introduce the Social Media Plus press release, allowing clients simultaneous



reach to new media outlets as well as satisfaction of disclosure requirements for public companies in North America

- 2008 June – Marketwire is announced as exclusive partner to Leadership Directories, the leading provider of premium contact solutions covering the public and private sectors
- 2008 July – Marketwire launches NoticiasDigitales, the newswire industry's first real-time Latin America Digital News Network, guaranteeing news publication on more than 100 leading Spanish-language websites; the direct business-to-consumer network adds more than 3 million monthly views to Marketwire's Latin America distribution circuits
- 2008 September – Marketwire enhances its free News Dashboard Monitoring solution by powering its expanded monitoring capabilities
- 2008 December – Marketwire enters into an exclusive agreement with GuideStar, Inc., the nation's largest portal for philanthropic and nonprofit information and resources, announcing a partnership that empowers charitable organizations and their PR efforts
- 2009 January – Marketwire expands efforts in the UK, announcing an exclusive newswire partnership with the Public Relations Consultants Association (PRCA)
- 2009 March – Marketwire discontinues hard-copy printing of Matthews Media Directories after 52 years as online sales of the company's proprietary media contact information far exceed hard copy sales
- 2009 March – Marketwire launches the newswire industry's first Asia Features newswire
- 2009 April – Marketwire is the first newswire to deliver multimedia press releases to smartphone users via the AP Mobile News Network
- 2009 July – Marketwire acquires the assets of Medio x Medio, Argentina's leading media contact database company covering the important Mercosur region, becoming Marketwire's newest media research lab in South America
- 2009 August – Marketwire expands its European news distribution platform, adding new European distribution points, a wider variety of new channels, and enhanced reporting
- 2010 April – Marketwire becomes the first to provide a multimedia content feed on the dedicated and newly launched Press Releases category on The Canadian Press Mobile application
- 2010 April – Marketwire signs agreements with Japan Corporate News, China's ISTIC and Korea Newswire, adding substantially to Marketwire's Asia Pacific news distribution reach
- 2010 June – Marketwire acquires Sysomos, a Toronto-based provider of business intelligence solutions and real-time, interactive social media analytics tools for companies and communication professionals

