



Marketwire and The Canadian Press

THE CANADIAN PRESS 

Our agreement with The Canadian Press provides our clients with three distinct advantages:

1. It provides our clients with exclusive access to **The Canadian Press Wire Network** to deliver their news releases directly to the desktops of journalists who work in almost 700 media outlets served by The Canadian Press across Canada. This network uses the same highly reliable, high-speed digital transmission system used by The Canadian Press' own editorial news service, and news releases on the this Network also travel directly into newsroom editorial systems. To ensure there is no confusion between news releases and edited news stories, the two streams are distinctly identified, albeit traveling along the same transmission path.
2. It grants our clients access to **The Canadian Press Images**, including access to their pool of professional, experienced freelance news photographers for assignment photography. Clients of The Canadian Press Images assignment service are served by a talented team of commercial, public relations and corporate photographers, separate from the editorial photographers employed exclusively by The Canadian Press for news coverage. It also includes access to The Canadian Press Photo Network and The Canadian Press Images archive that have served Canada's photo editors for decades. Over 90 photo editors are directly linked to The Canadian Press Photo Network and over 800 others are subscribers to the photo archive.
3. Finally, the agreement allows our clients to receive feedback from The Canadian Press editorial wire if one of the national agency's reporters writes a story based on the information contained in the news release they have issued. This service, the "**Canadian Press News Alert**" will provide via email the full-text of pickup from a Canadian Press journalist for up to 48 hours after the release is distributed.

For more information on all of Marketwire's communication and news distribution solutions, please call your local representative or toll-free 1.888.299.0338.