



Marketwire for PR professionals

Do more than communicate your message –
get it noticed and get it remembered

Complete, innovative PR tools and solutions

A crowded marketplace, multiple media outlets, new media opportunities, tighter deadlines — Marketwire knows what you're up against, and has the tools and resources to make your life easier.

**Marketwire
PR solutions —**
make the most
of every minute.

Distribution

For PR professionals, getting your news out is only a piece of the puzzle. And it needs to fit and resonate with every one of your target audiences. Marketwire helps you make the most of every minute you dedicate to your public relations communications, while ensuring accuracy, best practices and maximizing your reach.

With one of the largest media distribution footprints in North America and a premiere offering of worldwide delivery options, Marketwire gives you exactly what you need: access to vast geographic, industry and targeted audience distribution; a variety of multimedia from which to choose; monitoring capabilities; and an easy workflow solution that brings it all together. Distribute by:

- Geography — reaching a local town or a distant continent — Marketwire allows you to select from Atlanta to Asia; Edmonton to England, Ottawa to Oxford, Southern California to South Africa, and more. The selections are vast, yet precise.
- Trade media — choose from over 140 targeted segments.
- Specialty markets — reach even the most finite of audiences from high-tech to Capitol Hill, entertainment to energy, and more.

Multimedia

Interact with your audiences. Create more visually compelling, multi-dimensional stories with video, photos, and audio, and by integrating new media options.

Here's where you make your news filter to the top and really stand apart from the crowd. And you can be assured that Marketwire leverages the latest technologies to ensure your news is in the spotlight. Our vast multimedia services include:

- Embedded photos, links and video — Include more than just a link to your photo, embed images right into your press releases and distribute them into newsrooms and throughout the Internet.
- Search Engine Optimization — Drive web traffic and maximize your online visibility by activating live hyperlinks and automating SEO processes for every press release you post.

- Social networking — Join the online conversation. Make releases blog-friendly by easily including tags with every press release and tailor your news to user-generated content forums.
- Plus Broadcast options, and more.

Media Management

Tap into our extensive media database — with integrated distribution capabilities and a comprehensive global media database of more than 300,000 contacts from Canada, the U.S. and Western Europe, getting information to the right people has never been easier. Simply create your list, attach your document and with the touch of a button, send your message to individual contacts by their preferred means of delivery.

Monitoring

Keep your finger on the pulse of the market and the path of your news release with Marketwire's monitoring tools:

- Confirmation on where your release was distributed.
- Customized and visual reports illustrating where your release posts all around the web as well as keeping you in the know on what's being said about your industry and organization.
- Up-to-date information identifying how many times your release was accessed, from where and by whom.

Plus, get reports delivered by email in a user-friendly, interactive format — complete with colorful charts and graphs — that allows you to sort, manage and even email results to all of your target audiences.

Pulling it all together into one easy workflow solution: Easy PR

A virtual newsroom and more, Easy PR combines Marketwire's four key competencies — Distribution, Multimedia, Media Management, and Monitoring — into a forceful and useable end-to-end PR workflow solution. And, it's backed by a dedicated 24/7 customer service team ensuring that you're always covered. If you're working, we're working. It's that simple.

Easy PR allows you to provide your target audiences, including journalists, with exactly what they need at a moment's notice.

- Easily self-publish
- Incorporate blast fax and email
- Track results
- Create custom email alerts
- Prioritize your online press library
- Customize multiple news feeds
- Showcase images and multimedia
- Archive your Webcasts

Take advantage of a full suite of easy-to-use tools and resources that get your communications noticed and remembered. Call Marketwire today.