

# Marketwire's News Dashboard

## Visualize the Power of Search Engine Optimization

Add intelligence to your communication outreach. Press releases are a great way to identify terms that your potential customers use to find the products and services your organization offers.

**1** Marketwire transforms your Word document into an SEO HTML press release and distributes it, with keywords and hyperlinks, to thousands of sites on the Internet, including search engines.



**2** People enter your keywords into a search engine (e.g., Google, Yahoo!) and find the link to your website, product or service



**PR 2.0 Is Here. Are You Ready?: Marketwire to Engage Audiences in New Media and New Markets at IABC 2008 Conference in New York June 22-25**  
**IABC Attendees to Gain Valuable Insights on SEO and Social Media Roundtable, Results of Brodeur/Omnicon Survey on Journalists and Blogs, and Book Signing with PR 2.0 Author**

NEW YORK, NY -- (Marketwire) -- 06/22/2008 -- Marketwire, a full-service newswire and communications workflow solution provider, will join the International Association of Business Communicators (IABC) in asking its 2008 Conference attendees "Are you ready for PR 2.0?" during roundtable discussions on SEO and social media, the sharing of results from the Brodeur/Omnicon survey of journalists' views on social media and blogs, an in-person book signing with "PR 2.0: New Media, New Tools, New Audiences" author Deirdre Breakenridge during the June 22 to 25 event in New York City.

"Communications professionals are doing a lot less 'telling' today than they are encouraging dialogue and discourse among the influencers that are important to them," said Markwire SVP of Global Strategy and Development Thom Brodeur, whose advice on how to best use social media tools is featured in Breakenridge's book. A download of Brodeur's book excerpt is available at no cost, and limited quantities of the book, signed by the author on-site at the Marketwire booth, will be available at a discounted price.

Furthering the conversation, Marketwire VP of Marketing and **public relations Social Media Relations** Work Group Paoline Milana facilitated an **Issues Roundtable on Search Engine Optimization and Social Media** Monday morning, June 23 with a focus on reinventing the traditional press release and incorporating new media techniques to enhance news reach. Participants discussed practical techniques for incorporating social media elements into public relations strategies and communication programs for greater results, from increased website traffic to improved brand recognition to amplifying messages to online and social media communities.

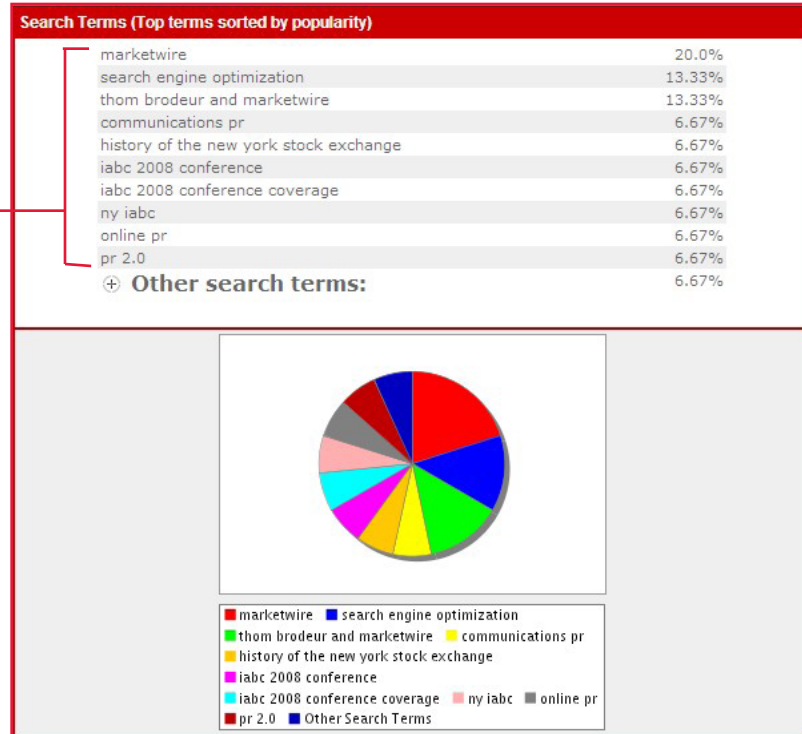
Conference delegates will have an opportunity to gain valuable insight into journalists' views on social media and the blogosphere from two recent surveys conducted by Brodeur, a unit of Omnicon Group, and Marketwire. The first survey, released in January of this year, found that blogs are not only having an impact on the speed and availability of news, but also influence the tone and editorial direction of reporting. Building on this information, a new study just released May 21 surveyed journalists from five different beats -- politics, lifestyle, technology, healthcare and travel -- and in addition to gauging their online activity and its impact on reporting, the survey also asked journalists to evaluate some of the most popular blogs and social media news sites in their respective fields.

Visitors to Marketwire's booth can learn more about the newswire's breakthrough **Social Media 2.0 press release** that allows clients to take greater advantage of their online news distribution and lets them dramatically increase their news' Internet visibility, boost search engine performance, gather on-the-fly market intelligence and drive their messages into hard-to-reach social networks.

For more information on all of Marketwire's communication and news distribution solutions, please call 800-774-9473 in the US, or 416-299-0338 in Canada, or +44-20-7562-6550 in the UK.

About Marketwire

The only fully integrated North America-based global newswire, Marketwire, Inc. is a full-service partner to PR and MacCom professionals seeking top-tier news distribution, media management



**3** Marketwire's News Dashboard report shows you the search terms, ranked by popularity, that drove people to this press release. We selected the keywords in the release, above, to promote Marketwire as a thought leader in the areas of PR 2.0 and search engine optimization.