

Tips for Writing a Powerful Press Release

Choose the most appropriate circuits for your news. Your Business Wire account representative can help you with these questions:

- Is this news considered material news for public companies?
- Which editorial desks are most relevant?
- Which circuit best reaches the markets I am targeting?
- Which industry trade categories are most appropriate?
- Are there specific audiences I can reach with a Targeted Circuit?
- Which circuits best reach the international markets I am targeting?

Make it a Smart News Release with photos, video, multimedia and other elements whenever possible. Reporters and consumers tell us and our research supports it: Visuals increase interest in your news.

Provide a concise, compelling headline of around 20 words. Remember, people scan quickly.

Include your company logo. It's free and provides added brand recognition. If your company is publicly traded, include your exchange, stock symbol and International Securities Identifier Number (ISIN). These maximize access and search functionality of your press release in financial databases and news systems.

Include complete contact information, with up-to-date phone numbers and email addresses. It's vital for editorial and investor follow-up. If you use Instant Messenger (AOL, Yahoo, MSN, etc.), VOIP services (such as Skype), have a blog, or profiles on social networking sites, consider adding those as well when appropriate. Don't include contact details for communication tools you do not monitor regularly.

Avoid issuing news exactly on the hour or half-hour and you'll avoid a crowd of competing news. Our patented NX System can time your news delivery to the minute.

Complete your company's At A Glance and Company Profile information in Business Wire Connect. Add your company's experts to our Expert Source system. These features are free and enhance your release as it appears on BusinessWire.com.