

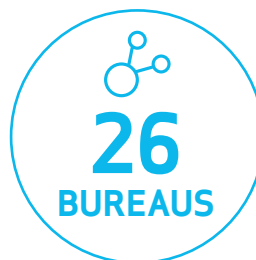
# Business Wire Public Relations Services



## The Reach to Make Your News Matter

Every day, thousands of news releases go out over a wire service. You're communicating in a noisy world. So why not work with the wire service uniquely able to help you cut through the clutter and get heard?

For almost 60 years, Business Wire has been connecting audiences with organizations — with millions of releases reaching countless readers, no other partner can give you the local, individual service that Business Wire can.



## Everything You Need to Tell Your Story

### Business Wire's Multimedia Options

**Smart News Release:** Add high-resolution photos, videos, audio or images and turn your words into visuals.

**Business Wire Interactive Media:** Tell, and sell, your story with more impact through an engaging and measurable multimedia experience. Make your news release a marketing campaign asset — increasing click-throughs, message adoption and earned media.

### Investor Relations

**Business Wire Investor Relations Services:** Disclose your news to regulatory authorities, investors, media, analysts and all your other target audiences. We are a trusted, recognized disclosure vehicle for financial news in the U.S., Canada and markets throughout Europe.

### Tradeshows and Events

**Business Wire Tradeshow Services:** Make your news accessible to audiences at more than 600 tradeshows, conferences and other events worldwide. As the exclusive show news provider, we distribute your releases to reporters covering the show and to industry experts and those following the event virtually.

### Reporting

**Business Wire NewsTrak Reports:** Measure success as soon as your story is told. Get a data-rich accounting of exactly who read your release and how they used it.

# The Business Wire Difference

## Our structure

26 bureaus. 18 full-service newsrooms. That's our idea of localized service. Our local newsrooms mean your news is distributed safely, securely and accurately by seasoned editors who know you and your business.

## Our editorial team

Experience matters. We have more than 150 editors averaging 10 years of tenure. Speed and accuracy also matter. Our editorial team has the expertise, perspective and know-how to get your news where it matters most.

## Our account team

We understand that success means aligning your goal and content with your audience. Our account team is here to help. With more than 1,600 distribution options from global to niche, our experts will help you match your news to your audiences.

## Our relationships

We deliver your news right into the content management systems of the AP, Dow Jones, Thomson Reuters, Bloomberg and other news media. Reporters get immediate access to your release from their own systems, ensuring your news will get the attention it deserves. Distribution options include 219 industry and trade categories or a global circuit delivered worldwide in more than 20 languages.

*"With Business Wire's full suite of product and service offerings, the busy PR practitioner can count on a reliable turnkey solution when juggling multiple demands in a short span of time."*

– Melissa Ruiz  
Director of Corporate  
Communications, Kinder Morgan

## Make your news do more.

**Let Business Wire provide the reach that connects you to the right places and the right people.**

To learn more about our full suite of PR services, contact your account executive or reach us at:



[info@businesswire.com](mailto:info@businesswire.com)



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