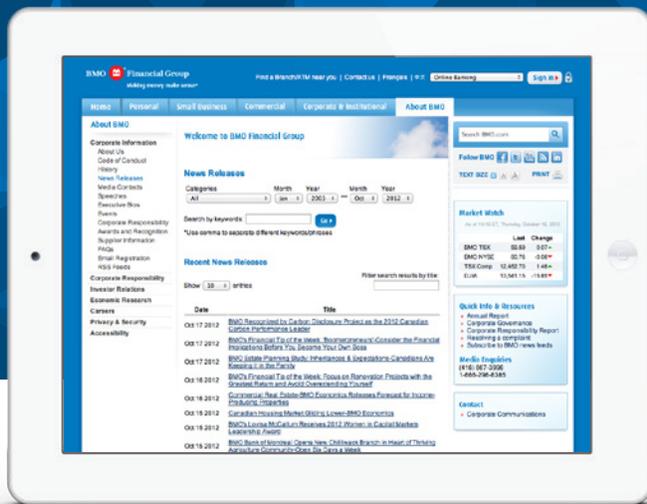# IMPRESS

INTEGRATED CONTENT MANAGEMENT AND NEWSROOM HOSTING

BMO Financial Group Newsroom

Your stakeholders—from investors to partners to analysts and journalists— want one convenient place where they can find all the latest news about your organization and have the opportunity to interact with you. Impress allows you to easily create and maintain a discoverable, shareable online newsroom that meets their needs without increasing your workload or burning additional time and resources.

IMPRESS

WHY CHOOSE IMPRESS?

Seamless integration – every step of the way

• **Simultaneous news posting**
Who better to count on for your online newsroom than the company that distributes your news? When you choose Impress from Marketwired, your releases post to your newsroom automatically upon distribution. No third parties needed. No delays. No risk of accidental disclosures.

• **Breadth of Visibility**
Your newsroom seamlessly integrates with your website so it appears to visitors and search engines alike to be part of your corporate web presence. Impress-created sites consistently deliver superior search results compared to sites created with competitor solutions.

• **Automatic Social Sharing**
You get more mileage out of your Twitter, Facebook, LinkedIn and other social media content by sharing it in your newsroom. Impress does the work for you, automatically updating your newsroom whenever you post to social media.

• **Integrated Reporting**
Built-in reporting features such as website usage, traffic volume and user activity help you track and measure success. Your organization's Google Analytics account can also be integrated with your Marketwired Impress pages so you see all of your website data in one place.

A powerful solution customized to your needs

Because Marketwired Impress offers such a wide range of powerful features, there's a custom solution to meet each organization's precise needs. From a simple company news page, sign-up form and welcome page to a site with complex content and interactive features, our Impress team ensures seamless integration, guiding you through setup and providing support throughout your entire user experience.

• **Impress for Public Relations**
Marketwired hosts and manages rich content websites with a range of information from press releases and images to "about us" pages, FAQ pages, document libraries and more. Ideal for the busy PR or communication professional, these sites can be built as microsites and connect to your own websites as add-ons, or they can be built as complete, standalone solutions.

• **Investor Relations**
Marketwired Impress gives investor relations professionals simple-to-use tools to manage and maintain an information resource complete with news announcements, regulatory filings, corporate information, governance documents, shareholder information and integrated third-party data such as stock quotes and financial fundamentals that automatically update. And your releases post to your newsroom upon distribution, ensuring simultaneity while eliminating the chance for errors.

Easy-to-use, collaborative interface

Take charge of your content. Add new stories, make updates, upload a report—it's quick and easy. Unlimited page flexibility gives you complete control over page layout, site structure, text, images and multimedia. There are no delays waiting for a third party to post your content, so you can make updates quickly and get them in front of your audience while the information is most relevant. And Impress is made for the way you work. Multiple user accounts with built-in workflow management and security means your entire team can contribute their creativity while allowing for different levels of access.

KEY FEATURES

Impress is a turnkey solution with a wide range of powerful features that makes it easy to create and maintain an online newsroom, investor center, or other sub-site.

Collaboration and Workflow Support
Multiple user accounts make it easy to get your entire team involved in updating your newsroom content.

Version Control
Ensure accuracy and collaborate more easily with change-tracking and activity trails that identify when specific changes were made and by whom.

User Rights and Roles
Only designated users have access to key approval and publishing functionality so you can stay in control of your newsroom content.

Unlimited Page Flexibility
With Impress, you decide how your newsroom looks. There are no limitations or restrictions on type of content. You have complete control over page layout, text, images and multimedia.

Analytics and Reporting
Track website usage, traffic volume and user activity with our integrated reporting features so you can measure your company's success in meeting your communications goals.

Full-text Searching
An Impress-created newsroom allows visitors to search the entire site for keywords, not just press releases or headlines.

Multilingual
Build and maintain copies of your site in multiple languages—all from within the same interface.

Custom URLs
You can provide your own subdomain (company. MWNewsroom.com) or directly link from your corporate site to your Impress-powered newsroom, masking the Marketwired domain.

Dark Sites
Get a jump on crisis communications or announcements of market-moving news by setting up "dark sites" that are active but invisible from the site navigation until you're ready to go.
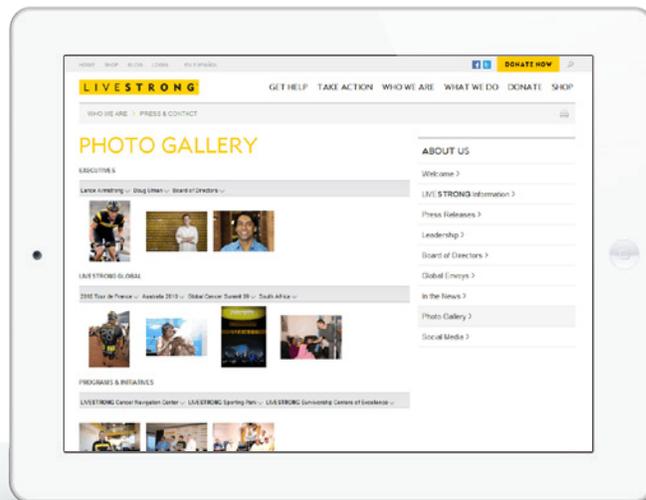
Mobile compatibility
Give your key stakeholders the convenience of information on the go. Impress creates a fully mobile-compatible site viewable on any device— at no extra charge.
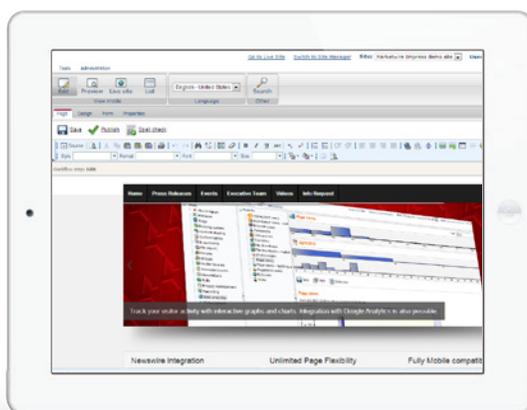
Track Interactivity
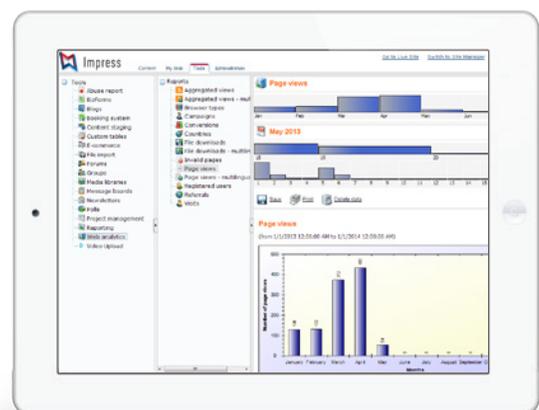
Measure Success

Livestrong Newsroom

WHAT CLIENTS SAY ABOUT IMPRESS

"The recent re-design of our newsroom was truly a collaborative effort between our organizations. I am always striving to take our newsroom to the next level and Marketwired has been there to help TransUnion do just that – interpreting our ideas into code."

Clifton M. O'Neal, Sr. Director, Corporate Communications, TransUnion

"Marketwired was able to provide a newsroom that was easy to use, intuitive, and fit our budget and needs. We needed a place for information that everyone could access easily. I feel like even though we're a small company, they're a full partner."

Maree Gaetani, Director of Gardening Relations, Gardener's Supply

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