DISTRIBUTION
TARGETED GLOBAL NEWS DISTRIBUTION AND ONE-STOP REGULATORY DISCLOSURE

Connect with media, investors, social networks and consumers anywhere around the world.

Send targeted press releases to traditional and social media, financial communities and other influencers. Marketwire knows how to connect news-making organizations to the audiences that matter to them most. For more than 30 years, we’ve helped thousands of companies around the world – from start-up to Fortune 500 – distribute and share their news.
WHY CHOOSE MARKETWIRED?

Reach every audience

• Accuracy
When you send your news through Marketwired you can be sure it will reach its intended destination. That’s because our in-house research and media relations teams continuously stay in touch with traditional and social media partners, regularly updating contact information to ensure fresh, relevant data.

• Choice
Marketwired’s specialized distribution channels and our global media database let you zero in on the industries, languages, geographic regions, online portals and audiences particularly interested in your content. You can build your own list of journalists and bloggers from our global media database or select from Marketwired’s pre-built newslines.

> International, domestic, and local print and broadcast outlets
> Specialty and niche segment outlets
> Wire services and news agencies
> Industry trade publications
> Search engines, websites and databases
> Blogs and social media channels
> Financial terminals
> Targeted contacts on your custom lists

• Expert Disclosure
IR professionals rely on Marketwired for efficiency and security in helping them meet regulatory filing and disclosure requirements in the United States, Canada and select European markets. Our experienced compliance experts are well-versed in the most up-to-date legislative requirements, streamlining and fulfilling your EDGAR, SEDAR, UK regulatory and XBRL filing needs.

Maximize your impact on search engines and social media

Marketwired has always been a technology leader. With a host of included and optional enhancements we help our clients cut through the noise and uncover more opportunities.

• More Built-in Features
Every release includes basic search engine optimization in compliance with search engine’s best practices, your corporate logo, hyperlinks, social media tags, XHTML formatting, an interactive news dashboard report and indefinite archival on Marketwired’s website.

• Online Advantage
To further improve your news release’s performance, enhance your release with embedded multimedia such as images and video to bring your news to life and boost online visibility.

• Social Media Power
Take advantage of our powerful social media news release options, giving viewers hundreds of social-sharing tags and meeting disclosure requirements in the US and Canada.
Support that gets the job done right

The Marketwired team is an extension of your staff. From the moment you contact us to when you submit your news release and measure its performance, our communications professionals collaborate with you to make sure your total experience is a success.

- **Personalized Service**
  Your account representative helps you select the best distribution options to achieve your objectives and walks you through the submission process.

- **Quality**
  Our 24/7 editorial team ensures your message comes through flawlessly, even under the most demanding deadlines. If your news release requires translation, we’ll arrange for it into more than 30 languages using only native speakers and following a multi-step review process to ensure accuracy.

- **Convenience**
  One low rate regardless of the time of day you distribute your release gives you flexibility and control.

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**HOW IT WORKS: OUR 3-STEP NEWS DISTRIBUTION PROCESS**

1. **CREATE/ENHANCE**
   What are your objectives? We help you meet them, from suggesting distribution circuits that give you the best value to offering tips for timing and greater visibility. You add enhancements like hyperlinks, images, video and social tags. And we proofread your release to help ensure quality, even arranging for translation if you need it.

2. **DISTRIBUTE/SHARE**
   From Capitol Hill to Canada, trade journals to Twitter, your news travels the world to reach the specific outlets and audiences you’ve chosen. You have complete control over where and when to send your news, and whether it’s to stock exchanges or social networks, we help you deliver it securely and accurately.

3. **TRACK/MEASURE**
   You want to know how well your release performed. Marketwired delivers. Interactive dashboard reports delivered 1 hour, 1 day and 5 days after distribution give you comprehensive metrics on reach, access, social engagement and visibility. It’s insight you can use to measure ROI and fine-tune future communications.
ABOUT MARKETWIRED

Marketwired provides news distribution and social communication solutions to public relations, investor relations and marketing professionals who represent companies of all sizes, from start-up to Fortune 500. By sharing market-moving, direct-from-source information with media, investors, social networks and consumers anywhere in the world, Marketwired plays a pivotal role in connecting newsmakers with news consumers.