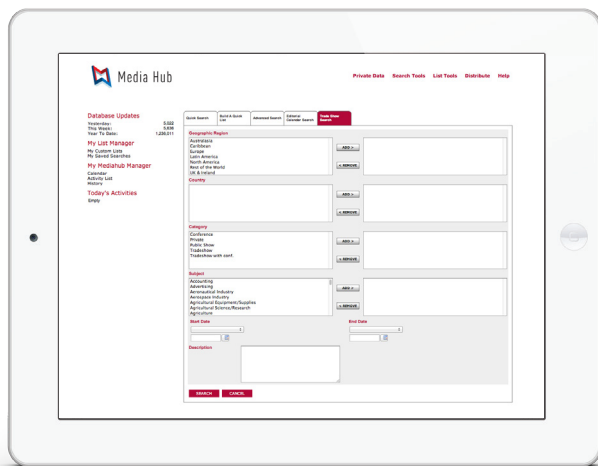


# MEDIAHUB

THE FAST, FLEXIBLE SOLUTION FOR BUILDING MEDIA RELATIONSHIPS



*Take control of your media contacts and conversations, build relationships, and get your story out.*

Mediahub makes it easy to manage media contacts and create more powerful media lists in seconds. Access more 950,000 individually named contacts throughout North America, Europe, Latin America, Africa and Asia. Mediahub's speed, range of functionality and easy-to-use interface make it a media management tool unlike any other—helping you build those all-important media relationships.

Mediahub is much more than a database – it's your partner in media management

## WHY CHOOSE MEDIAHUB?

### Depth of research

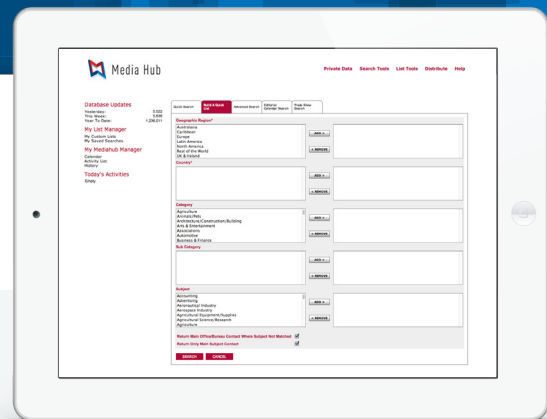
A media management tool is only as good as the information it supplies, and media contacts change in the blink of an eye. Marketwired's research centers around the globe make thousands of updates every day. So you're always assured of getting the latest information for media contacts anywhere in the world.

### Flexibility and convenience

With Mediahub, you can create custom lists of media contacts based on any criteria you need – from geographic region to subject matter – and change them on the fly. Add your own private contacts to build the perfect list. Edit and filter lists to further fine-tune the audience you're targeting. When your news release is ready to go, you can even distribute it directly from the Mediahub dashboard. And you'll see a contact's preferred method of connection so you can send your news the right way. It's that easy and convenient.

### More accurate targeting

Mediahub provides multiple individual contacts at each media property. This helps you target your releases more precisely, increasing the chances that your news will be picked up. It also helps you find and start building relationships with members of the media who will have the most interest in your stories. Other solutions just don't give you this much control.



## KEY FEATURES



### Create Custom Lists

Build your own customized media contact lists with the geographic region, media type, ethnicity, language, subject focus, target audience, demographics and other criteria you need, and add your own private contacts. Your custom lists are automatically updated whenever a change is made to the Mediahub database, so you always have the latest information.



### Save Searches

Mediahub offers quick search and advanced search options, as well as the ability to search editorial calendars and trade shows. So it's easy to find the contacts and opportunities you need. You can also save your criteria for later use. When you reopen a search, the results will be updated with the most current contacts.



### Export Contacts

Get your media information in the form you need it. Mediahub lets you export contact lists to Excel, Word or PDF, making it easy to print out and use for follow up. You can also export contacts as labels to mail media kits, product samples or other items.



### Manage Activity and Workflow

Mediahub's CRM functions help you manage all media relations conversations, activities and campaigns in a single, user-friendly environment. You can also share notes, interactions and results within the tool, helping your team save time and eliminate duplication of efforts.



### Distribute Directly from Mediahub

Send basic news alerts, social media releases, standard press releases, earnings releases and media advisories directly from the results screen and select the date and time you want your news delivered. There's no need to export a data file or perform additional steps.

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