FOR IMMEDIATE RELEASE

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www.XYZINC.com

This is the Title *(also called "headline")* **of the Press Release**
This is the Subtitle (subhead) of the press release

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Let the editor know WHEN you wish the news to be published. This is especially important if you are timing the announcement to coincide with a company or product launch event

Contact information; include the phone numbers and e-mail address of the person who can answer questions about the news.

Succinct, compelling title that entices the editor, followed by a descriptive subtitle.

Placeline and Dateline.

Lead paragraph covers the major points – state WHAT the news is about.

Follow-on paragraph states WHY this news is important and WHO would care about it.

Quote from company founder or CEO, or an endorsement from a customer, partner, or other party to the news, stating HOW this news impacts the company, market or industry.

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About XYZ Company

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, **[SUMMARY ABOUT THE SUBJECT AND ADDITIONAL INFO GOES HERE]** consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Final paragraph includes a summary about the company, event or other subject and WHERE the editor can find additional information.

Journalism sign for "close" lets the editor know that this is the end of the information intended for release.

(or) END

Quick Tips: Do's & Don'ts

1. Use a compelling headline that grabs attention
Keep it short and concise. The headline should tell the whole story. Follow the headline with a descriptive subtitle.

2. Get the meat of the news across in the first two paragraphs.
Cover the main points, answer the questions: "What is this all about?" "Why would my readers care?" Be newsworthy.

3. Stick to the facts; avoid hype and using too many adjectives.
Avoid the tendency to write a sales pitch. Avoid phrases like "totally revolutionary," or "the world's most fantastic product." Be credible. Make sure you can substantiate all claims.

5. Keep the release to two pages or less
One page is preferred, but two is acceptable if the release includes important and relevant specifics.

6. Include multiple points of contact
The name of the PR person or company spokesperson, along with phone number, fax number, and e-mail address.

7. Avoid jargon and acronyms
Use layman's language, don't use abbreviations or technical acronyms that may be common in the industry. Assume the editor knows nothing about your business.

8. Include examples and testimonials
Editors love real-world examples. Spell out the benefits, not the features. Visualize the news for the reader.

9. Proofread
Have someone else proofread the release for spelling, grammar and typographical errors. Have someone not connected to the company or industry read it (this is called the "mother" test). Do they understand it? What parts resonated with them?

10. Target the Release
Send it to editors that cover your space. Send it the way they prefer to receive it: wire service, mail, fax, e-mail, or online submission. Be sensitive to publication deadlines.

Press Release Writing and Distribution Services:

Note: Company and service descriptions below are provided by the companies and not by StartUPbiz.com.

Media Data Research Service. The most comprehensive database of print media in North America. Features 35,000 magazines/journals/tabloids, 24,000 newsletters, 11,000 newspapers.
http://www.mediafinder.com/index.cfm

MediaMap. Provides agency and corporate communications professionals with industry-leading information and tools to nurture key relationships.
http://www.mediamap.com/products_services/

Bacon's Media News, Services and Information. Bacon's family of media directories provide detailed information on more than 450,000 editorial contacts at nearly 70,000 print, broadcast and Internet media outlets in the U.S., Canada, Mexico and the Caribbean
http://www.bacons.com/directories/maindirectories.asp

Burrelle's Media Database Online. The most comprehensive and up-to-date media reference tool available. With MDOL you have electronic access to media listings that are being updated each and every day and you can create media listings that are customized to your needs.
http://www.burrelles.com/indexmd.html

Business Wire. BW has earned its distinguished reputation as the leading global newswire, featuring multi-platform delivery capabilities of the Internet, satellite and wireless transmission, cable, and email to disseminate news and multimedia content on behalf of Fortune 1000 and Nasdaq companies.
http://www.businesswire.com/

PR Newswire. Provides comprehensive communications services for public relations and investor relations' professionals ranging from information distribution and market intelligence to the creation of online multimedia content and investor relations web sites. Its world-leading wire, Internet, satellite and fax network is capable of pinpoint or mass distribution, satisfying the growing global demand for the immediate delivery of news releases, video, audio and photos to the media, financial community and consumers.
http://www.prnewswire.com/

M2 PressWIRE. The world's third-largest electronic press release distribution service and the UK/Europe's largest.
http://www.presswire.net/

PressReleaseWriting.com. For only **$300**, Press-Release-Writing.com can distribute your press release to the targeted Channel(s) of your choice including top daily and national newspapers, top industry and segment publications, TV, Radio, and top online news sources. We have over **35,000 opt-in journalists** (and growing), making our database of subscribers one of the largest available
http://www.press-release-writing.com/press.htm

DP Directory. We have been helping software developers write press releases and send them to computer (and other) editors.
http://www.dpdirectory.com/

InternetWriters.com. We write a one page original article, <u>put your name in the "byline</u>," include your 4 line ad at the bottom of the article, and send it to 1,300 top ezine editors who have asked for articles.
http://internetwriters.com/release.htm

DrNunley.com. We write your professional press release for just $125. Compare our low price to $250 or more everywhere else. Even one successful story about you in the media can represent hundreds, even thousands, of dollars in FREE publicity advertising can't buy!
http://drnunley.com/release.htm

Xpress Press. We began as the only press release service personalizing news and press release delivery of your story to journalists by e-mail. Our company remains true to our original mission: All news releases are targeted by subject area and sent as complete and separate messages to reporters who request our news feed. Your message is never competing with other news headlines for attention.
http://www.xpresspress.com/PRnotes.html

eReleases.com. Let us submit your press release for a fraction of the cost required to fax it yourself. With a list of more than 10,000 **opt-in** journalists and growing, our **targeted** submission of your press release means your organization's news will reach the right people (and at the right price).
http://www.ereleases.com/

PrCentralOnline.com. The #1 Internet Press Release Distribution & Management System! Join what thousands have already done before! Increase your exposure by <u>distributing</u> a FREE press release to our <u>list</u> of opt-in recipients!!
http://www.comitatusgroup.com/pr/index.htm

BizMove.com. Where can you get the fax and email addresses for the media? right here! We've assembled for you three great public relations tools (media directory resources) for getting publicity:
http://www.bizmove.com/media_directory/media-directory.htm

Press Release Network. Broadcast your press release to US and global media circuits including online news agencies and print publications
http://www.pressreleasenetwork.com/

Press-Releases.net. Our press release distribution services have helped many products and services to be featured in many large newspapers such as the Wall Street Journal, the Los Angeles Times, the Miami Herald, the Chicago Tribune, the San Francisco Chronicle plus many others!
http://www.press-releases.net/

Eworldwire™ -- Press Release Distribution. Our distribution databases reach over 12,000 daily and weekly newspapers, over 5,500 magazines, over 18,000 e-zines (web magazines and sites), over 1,800 TV stations, and over 12,000 radio stations, and thousands of freelancers - **more than any other release service**
http://www.eworldwire.com/intro.htm

uWire.com. Are you interested in sending your company's news to the nation's student journalists? If so, use U-WIRE's easy, cost-effective and efficient distribution system.
http://www.uwire.com/services/release.html

Global PR Media. An Internet-based distributor of direct company news and other business communications materials. In addition, Global PR Media lets you increase the impact of your news with company logos, graphics, spreadsheets, rich media, and more
http://www.globalprmedia.com/main.html

CREATING YOUR OWN MEDIA DATABASE

If you decide purchasing a media database is too costly – or you want to supplement your database – you can still develop a media database on your own. Be prepared to invest sufficient time in the research and data entry, so your database is complete and has all the information you will need when you are proactively pitching stories to reporters. Here are some tips to remember as you begin your media contact research:
http://www.spinproject.org/resources/medialists/creating.php3

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New Product Launch

iCopyright Launches iCopyright Publisher Central
Online activation and account management tools enable publishers to implement Instant Clearance Service, optimize revenues from online licensing

RENTON, Wash. (July 2, 2001) – iCopyright has announced the release of iCopyright Publisher Central, a suite of Web-based tools and services that enables publishers to implement the Instant Clearance Service themselves, as well as manage their online licensing and reprints business.

"This is a landmark day for iCopyright. With the release of iCopyright Publisher Central, we give publishers of all sizes the tools they need to make the most of their content licensing business with online convenience," said Mike O'Donnell, iCopyright CEO. "They can do it all from their Web browser–sign up for the Instant Clearance Service, implement it on their Web site, set prices and policies, track activity, and then make business decisions based upon that activity to optimize revenues."

"Through iCopyright Publisher Central, we have immediate access to the purchasing trends of our customers," said Tim Bradbury, EVP of bizjournals.com, which has been using the Instant Clearance Service for over a year. "We can use this information to gain a clearer understanding of the needs of our existing customers, and evaluate how we can best fulfill the needs of future customers."

"Several iCopyright-enabled publishers are generating a significant amount of new revenue with the Instant Clearance Service," said O'Donnell. "iCopyright Publisher Central will help them increase those revenues even more. It's found money for online publishers who have seen their advertising and subscription revenues go flat. Best of

all, the buyers appreciate how fast and easy it is to get the content they need for their Web sites, media kits, and reports."

About iCopyright.com

Data Depth Corporation dba iCopyright.com is a privately held company based in the Seattle, Washington, area. iCopyright.com is the leader in copyright compliance and licensing of digital content. Every week, new publications add the iCopyright icon to their Web pages, allowing Internet users to legally obtain the rights to reprint, reuse, or distribute the content, while ensuring that their brand and intellectual property rights are protected. For more information, visit the iCopyright Web site at www.icopyright.com. iCopyright.com is a service mark of iCopyright, Inc. All other trademarks and registered trademarks are the property of their respective owners. iCopyright.com is a service mark of iCopyright, Inc. All other trademarks and registered trademarks are the property of their respective owners.

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New Partnership Example

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Reprint Management Services and iCopyright announce partnership
Alliance to revolutionize reprint management, rights and permissions to the publishing industry

LANCASTER, Penn. and RENTON, Wash. – (July 9, 2001) – Reprint Management Services has announced its exclusive partnership with Renton, WA-based iCopyright.com. The newly formed alliance between the leading article reprint management provider and the leader in copyright compliance and licensing of digital content provides a seamless solution for online and off-line publishers.

iCopyright invented the Instant Clearance Service, the only digital rights management solution that licenses and fulfills digital content instantly. It includes iCopyright Publisher Central, a suite of Web-based tools and services that enables publishers to implement the Instant Clearance Service themselves, as well as manage their online licensing and reprints business. By partnering with Reprint Management Services, iCopyright.com will strengthen its position in the magazine publishing mainstream.

iCopyright will provide a digital licensing solution for online publications. Reprint Management Services will provide marketing and program management for all custom reprints and e-prints, their

electronic counterpart. The partnership promises a complete and straightforward solution to rights and permissions as well as copyright clearance and licensing from an integrated Web-based service. Through the Instant Clearance Service, readers will now have a menu of licensing options at their fingertips, including e-mail, formatted Web reprints, PDFs, custom e-prints and custom high-quality reprints.

"We are really excited about our partnership with iCopyright. The fit of our two organizations into a solid unit benefits both our publishing clients and reprint buyers," said Michael Biggerstaff, President, Reprint Management Services. "We believe we have the ultimate solution for both reprint buyers and those in need of online licensing. We're providing the ability to obtain customized reprints and e-prints in addition to copyright clearance from one convenient location."

"The combined services of RMS and iCopyright.com provide online publishers with an unparalleled solution for licensing and fulfillment of their content in all forms," said Mike O'Donnell, President & CEO of iCopyright. "Publishers can focus on creating great content. RMS and iCopyright will help them sell it and attract new readers in the process."

Complementary technology and services drive the strength of this new partnership. With iCopyright.com providing cutting edge technology for online licensing and Reprint Management Services bringing marketing, sales and customer support for custom reprints, the union will significantly advance the way content is licensed and distributed.

About Reprint Management Services
Reprint Management Services (RMS) is a full-service reprint marketing and production firm located in Lancaster, PA. RMS is the exclusive provider of reprints for more than 250 publishers and over 600 publications and prides itself on its extremely high level of customer service to both publishers and reprint buyers. For more information, visit the RMS Web site at http://www.reprintbuyer.com.

About iCopyright.com
Data Depth Corporation dba iCopyright.com is a privately held company based in the Seattle area and the leader in copyright

compliance and licensing of digital content. Every week, new publications add the iCopyright icon to their Web pages, allowing Internet users to legally obtain the rights to reprint, reuse or distribute the content, while ensuring that their brand and intellectual property rights are protected. For more information, visit the iCopyright Web site at http://www.icopyright.com. iCopyright.com is a service mark of iCopyright, Inc. All other trademarks and registered trademarks are the property of their respective owners.

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Significant News Event

iCopyright Digital Rights Management Solution Wins Top Industry Award

SEATTLE (Mar. 14, 2001) – iCopyright, the instant clearance service enabling copyright compliance and instant licensing of digital content, was awarded the industry's most prestigious honor Monday night at a gala ceremony in San Diego, California.

iCopyright's Instant Clearance Service was given the Software & Information Industry Association's (SIIA) Codie award for "Best Digital Rights Management Software." The Codie awards recognize the best products and services across a 39 categories as decided by the more than 1,000 member companies of SIIA.

The Codies are equivalent to the Oscars in the high-tech and Internet arena. "There is no higher honor," said Ken Wasch, President of SIIA (http://www.siia.net), during the awards banquet held at the Del Coronado Hotel. "This award recognizes excellence by one's peers and the industry as a whole." Over 700 products and services were nominated this year. The winners were selected by 70 industry journalists and SIIA member company executives via secret ballot.

Mike O'Donnell, iCopyright's founder & CEO, accepted the award on behalf of the company's employees and shareholders, giving special recognition to the product development team. "This award represents three years of hard work, 44,000 man hours of programming, and $15 million of investment capital," O'Donnell said in his acceptance speech. "We are thrilled to have pioneered the infrastructure that makes copyright and content licensing on the Internet easy and efficient. iCopyright is our contribution to this vibrant industry."

About iCopyright.com

iCopyright, a privately held company based in the Seattle area, is the leader in copyright compliance and licensing of digital content. Every week, new publications add the iCopyright icon to their Web pages, allowing Internet users to legally obtain the rights to reprint, reuse or distribute the content, while ensuring that their brand and intellectual property rights are protected. For more information, visit the iCopyright Web site at http://www.icopyright.com.

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