

Introducing...



Now have your company news distribution include real-time integration into leading editorial systems at newspapers and broadcast outlets via the AP network, direct FTP feeds into newswires and databases, and republication on leading Web sites. In addition, PR Direct provides industry-specific delivery to journalists, analysts and other business professionals. A wide range of options targeted by location and industry are available within the US, Canada and Europe.

All releases sent through **PRdirect** can be easily enhanced with other multimedia elements including graphics, audio, video and attachments.

US Distribution

PRdirect has developed its national distribution products with the knowledge that not all clients have the same distribution needs -- or the same budget. US distribution may be targeted nation-wide, or further segmented by region, state or metro area. All national, regional, state and metro products fully meet the standards for disclosure as outlined by the SEC and major exchanges, and all products include distribution to appropriate trade and consumer publications at no extra cost.

Specialty Distribution

PRdirect specialty products were designed to meet the growing and changing demands of our clients' unique distribution needs and evolving industry segments. Our specialty distribution products include High-Tech Hot Spots, BioTech Hot Spots and VNR Wire (for video news releases).

Canadian Distribution

In Canada, **PRdirect** offers broad, cost-effective news coverage with comprehensive, real-time dissemination to the leading media outlets. News may be targeted by key financial markets, provinces or large cities, and when appropriate, by industry. **PRdirect** meets all disclosure requirements, and is approved by every Canadian exchange as well as all national and provincial securities commissions.

European Distribution

PRdirect offers broad, cost-effective distribution options for Europe, including distribution to Eastern and Western European countries and full European packages. Our products range from the industry's lowest-priced option to the most complete European distribution product, reaching 41 nations in 14 languages.

Latin America/South America Distribution

PRdirect provides extensive distribution into Mexico, Central and South America via direct feeds, email and fax. All of our products include full translation into Spanish and/or Portuguese. **PRdirect** reaches all of the major local, national and regional newspapers, as well as television, radio stations and networks. You may choose a broad regional circuit or individual country such as Argentina, Brazil, Chile or Mexico.

Asia Distribution

PRdirect offers broad dissemination of your news release across an array of geographic and industry circuits in Asia and Australia. Our circuits have been structured in response to the needs and interests of regional journalists, so your news will reach your audience exactly how they wish to receive it.

Custom Wire Distribution

Custom Wire Distribution **PRdirect** allows you to simultaneously deliver your release to your own proprietary list of email contacts. You may include an unlimited number of contacts, which can then be stored and used again any time you submit a release.