

marcom advantage

Wire and Monitoring Services

- **Business Wire**

Business Wire, a wholly owned subsidiary of Berkshire Hathaway, is the global market leader in commercial news distribution. Thousands of member companies and organizations depend on Business Wire to transmit their full-text news releases, regulatory filings, photos and other multimedia content to journalists, financial professionals, investor services, regulatory authorities and the general public worldwide.

Business Wire disseminates full-text news releases, multimedia and other content simultaneously to the news media, the Internet, online services, databases, regulatory authorities, the global investment community and other audiences. In addition, the company provides a variety of services designed to assist organizations in managing their corporate communications and research needs.

- **PR Newswire**

Now in its 52nd year, PR Newswire Association LLC (www.prnewswire.com) provides electronic distribution, targeting, measurement, translation and broadcast services on behalf of some 40,000 corporate, government, association, labor, non-profit, and other customers worldwide. Using PR Newswire, these organizations reach a variety of critical audiences including the news media, the investment community, government decision-makers and the general public with their up-to-the-minute, full-text news developments.

Established in 1954, PR Newswire has offices in 11 countries and routinely sends its customers' news to outlets in 135 countries and in 40 languages. Utilizing the latest in communications technology, PR Newswire content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source.

PR Newswire's leading brands include ProfNet, eWatch, MEDIAtlas, and MultiVu.

- **Market Wire**

Market Wire provides comprehensive distribution of company press releases and material news to journalists, analysts, Web sites, databases, financial information providers and other business professionals. Market Wire also offers a range of complimentary services designed to meet all your corporate PR and IR communications needs.

Market Wire's company news distribution includes 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, Market Wire 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.

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- **Bacon's MediaSource**

The services of Bacon's Information support business executives and individuals employed in a range of disciplines, including public relations, investor relations, marketing, corporate communications

Most of the Fortune 500 companies are among our client base, but so are one-person firms, as well as most PR firms, non-profit and governmental organizations.

Bacon's services are designed to help you work faster and smarter in your relations with the media. We have developed MediaSource, a single-source, web-based communications management solution that consists of four software modules – Research, Contact, Monitoring and Evaluate – that work together to enable you to execute and manage all stages of your media relations campaign.

MediaSource provides you with detailed information on tens of thousands of media outlets and hundreds of thousands of individual reporters that is updated about 7,500 times a day to ensure accuracy. It allows you to see, in one convenient place, 24/7, all of the print, broadcast, Internet and blog coverage you are receiving, and instantly share that coverage with management or colleagues and also measure whether you have met your campaign goals.

The insight provided by MediaSource will enable you to re-allocate your PR resources faster and more accurately in response to changed conditions and perspectives in the media. It also serves as key input for your next campaign. MediaSource is a powerful resource—complete, precise and comprehensive—designed to work in partnership with you, saving time and enhancing your campaigns' success!

- **Virtual Press Office**

Virtual Press Office, Inc. is a leading online news management company offering innovative services to facilitate the communications process between high-tech firms and the Media. Information is centralized under one roof to ensure that journalists, analysts and industry consultants have the fastest and easiest access to the latest press releases, company backgrounders, white papers and graphics from the world's premier high-tech companies.

In addition to accessing thousands of new press releases posted to the virtualpressoffice.com web site each day, VPO members may customize an email delivery service to meet specific news-gathering requirements. Documents are retrieved via either standard industry categories or personalized keyword searches and delivered straight to the inbox at regular intervals.