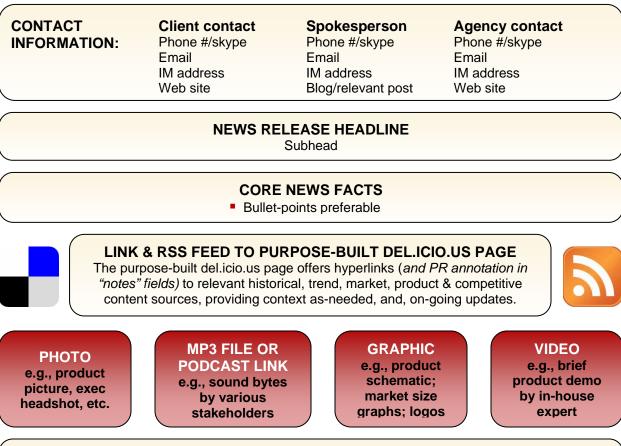


SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0



MORE MULTIMEDIA AVAILABLE BY REQUEST

e.g., "download white paper"

PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)

This empowers journalist to "take a different angle," etc.

These links would also be cross-posted to the custom del.icio.us site.

BOILERPLATE STATEMENTS



RSS FEED TO CLIENT'S NEWS RELEASES

"ADD TO DEL.ICIO.US"

Allows readers to use the release as a standalone portal to this news



TECHNORATI TAGS/"DIGG THIS"





SOCIAL MEDIA NEWS RELEASE TEMPLATE, VERSION 1.5

http://www.company.com/socialmedianewsroom/todaysnews

