



PR Newswire

United Business Media

PR Newswire Corporate Backgrounder

Company Overview:

PR Newswire Association LLC (<http://www.prnewswire.com>) provides electronic distribution, targeting, measurement and broadcast services on behalf of tens of thousands of 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 13 countries and routinely sends its customers' news to outlets in 135 countries and in more than 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 services include ProfNet ExpertsSM, eWatchTM, MEDIAtlasTM, Search Engine Optimization, MediaRoom, MediaSenseTM, MultiVuTM, U.S. Newswire, the preeminent policy newswire in the industry, and Vintage Filings, the fastest growing Edgar filing company. PR Newswire is a subsidiary of United Business Media plc of London.

About United Business Media:

United Business Media is one of the world's leading business information companies. UBM brings together the world's buyers and sellers, helping their markets work effectively and efficiently through PR Newswire's news distribution network, Commonwealth Business Media's trade and transportation business intelligence, and through CMP's worldwide portfolio of events, print and on-line publications. For more information, go to www.unitedbusinessmedia.com

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PR Newswire

United Business Media

Quick Facts on PR Newswire

Headquarters: New York

History: Established in 1954 by Herbert Muschel

Number of employees: 750+

Number of members: Tens of thousands worldwide including companies, agencies, organizations, governments, non-profits, associations and institutions

Audiences served:

Thousands of media points through Internet delivery, tens of thousands more through email and fax delivery, more than 600 television stations through the Pathfire Digital Media Gateway (DMG), more than 85,000 journalists registered for the media web site, PR Newswire for Journalists, <http://www.prnewswire.com/media>, plus the general public and millions of investment professionals through more than 4,000 websites, online databases and financial networks.

PR Newswire Executive Team:

Charles Gregson, Chief Executive Officer
David B. Armon, Chief Operating Officer
Peter Brooks, Chief Financial Officer
David Michael, Chief Information Officer
Ken Dowell, Executive Vice President, Information Services
John Williams, Executive Vice President, Asia Markets
Sherri Dratfield, Senior Vice President and General Counsel
Angela Scalpello, Senior Vice President, Human Resources
Tim Bahr, President, MultiVu, a PR Newswire company



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PR Newswire Services At-A-Glance

PR Newswire is the world's leading corporate **news distribution, targeting, monitoring and measurement** service. For over half a century, PR Newswire has helped thousands of public relations and investor relations professionals around the world achieve their communications objectives by offering the ultimate end-to-end communications solution: the broadest reach to media, financial and consumer audiences; individual media targeting and management; and comprehensive online and offline monitoring and measurement.

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Targeting

- Online media database - MEDIAAtlas™
- Web portal for journalists - PR Newswire for Journalists
- Expert network - ProfNetSM

Monitoring and Measurement

- News release monitoring of placement and pickup:
 - ReleaseWatch™
 - Premium Access Reporting
- Internet based media monitoring of online and print sources - eWatch™ Media Monitoring and US1 Media Monitoring

- Media measurement and evaluation - MediaSense™ and MediaSense Blog Measurement
- Media monitoring in the UK/Europe
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Special Market Services

- Services for Law Firms
- Services for Public Affairs and Policy Communicators
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International Services

- Latin America
- UK, Europe, Africa and the Middle East
- Asia

NEWS DISTRIBUTION

DISTRIBUTION CHANNELS TO THE MEDIA

Satellite, Internet, E-Mail, Fax:

PR Newswire's Satellite, Internet, E-mail, Fax and Wireless network is capable of pinpoint or mass distribution for immediate delivery of news releases, video, audio, and photos to the media, financial community and consumers.

PR Newswire's newslines (referred to cumulatively as "**the Wire**") distribute company and organizational news in text, audio and video to tens of thousands of print and broadcast news outlets, wire services (such as The Dow Jones Newswire and The Associated Press) and trade publications throughout the world. In addition to delivery at the publication level, every release on the wire is also delivered to PR Newswire's public Web site in the **US** or **Europe**; its media-only Web site, **PR Newswire for Journalists**; and, to thousands of news, industry and consumer-related Web sites and online services.

PR Newswire offers **global, national, regional, industry-specific** and **specialty newslines**.

- **Global** – reaches media points all around the world
- **National** – reaches media points within specific countries (ex. US1, Basic Europe, African Wire, CNW Group, Asian Wire, etc.)
- **Regional** – reaches media points within specific US regions
- **Local & State** – reaches media points within specific U.S. States
- **Industry** – reaches media points within specific industries such as High Tech, Entertainment, Environmental, Government, Consumer, Automotive, etc.
- **Specialty** – reaches special interest media through newslines such as: University Wire, Teen Link, Sports Pack, etc.

Additional wire distribution formats

In addition to distributing our members' news releases in traditional ASCII text, PR Newswire also delivers its members' news releases in eXtensible Mark-Up Language (XML) and News Mark-Up Language (NewsML).

Included with all PR Newswire wire newslines at no additional charge are the following (details to follow): Delivery to trade publications, ReleaseWatch, Access Reports, PR Newswire-First Call Wire, Wireless distribution and included in addition to these with PR Newswire's premium national wire newswire US1, is First Call Morning Notes and Search Engine Visibility.

SPECIALIZED DISTRIBUTION CHANNELS

MEDIAAtlas™ Microlists

Designed to work in conjunction with the wire, MEDIAAtlas Microlists provide supplemental delivery to individual reporters at niche publications and those who cover specific industry beats. Each list is made up of journalists who have requested to receive news releases relating to a specific topic.

Broadcast Fax and E-mail Services

PR Newswire distributes news releases and other messages to a company's proprietary fax or email list to reach media, shareholders, employees, community leaders, grass roots advocates or other audience members individually. Transmissions are timed to coincide with wire distribution, if any, and distribution reports are provided with each use.

Feature News Service

This wire distribution creates visibility for theme-related stories and human-interest pieces on consumer subjects such as food, personal finance, fashion, the arts, health and home. Feature "packages" are actively pitched to the media and are accessible for 60 days on www.prnewswire.com.

MediaRoom

MediaRoom is an easy-to-use tool that gives a communications professional full control over the media pages of his/her organization's Web site. The communications professional now has the ability not only to create the content, but also to upload and manage it with a few easy clicks from any desktop, 24/7.

MediaRoom ShowCase enables an organization to quickly build its own standalone Web site specifically for use during a trade show, without having to rely on an IT department. MediaRoom ShowCase provides real-time control of content so that users can edit the trade show Web site at any time before, during or after the show. Through an easy-to-use interface, communications professionals design their own site and upload text, broadcast and multimedia content – up to 15 files in multiple formats. ROI reports showing user traffic, page views, and downloads; an appointment booking utility; a password-protect option; a key contacts page; RSS capabilities; and, automatic news release posting when the news release is distributed over PR Newswire, are all included. Further, once an organization's MediaRoom ShowCase site is ready, PR Newswire will distribute a news release over its premium national newswire, US1, at no additional cost.

Multimedia and Broadcast PR

Through **MultiVu™**, PR Newswire's wholly-owned broadcast and multimedia company, video clips, streaming audio, video, slide shows or other multimedia can be added to a news release for distribution. Companies can also turn to MultiVu for production of Video News Releases, Audio News Releases, Satellite Media Tours, Public Service Announcements, B-roll packages and more. Each broadcast project can then be repurposed for internal audiences, Internet venues, financial markets and more - at little additional cost. MultiVu can also produce projects such as company overviews, press conferences, product launches and more, exclusively for digital webcasts and eventcasts, and all of which can be archived for future access.

MultiVu's **Multimedia News Release (MNR)** is a communication vehicle that allows companies to combine numerous self-contained content assets – audio, video, photos, images, text, links to downloads- into a single multimedia platform to visually communicate with multiple audiences worldwide.

MultiVu's **Photo MNR**, like the traditional MNR, combines photos and logos with text news releases in one single multimedia platform for delivery to multiple audiences.

MultiVu's **Electronic Media Kit (EMK)** is a complete package of multimedia tools that reaches television, radio, print and online media, as well as key target audiences such as consumers, investors and employees. The EMK is at the forefront of the evolution occurring in broadcast PR and includes:

- B-roll package
- Audio news release
- 60-second video report
- Podcasts of audio and video content
- Online press page
- E-visory
- Multimedia news release
- Monitoring and Reporting

Podcasting

MultiVu podcasts its members' audio news releases. Journalists, bloggers and news consumers can now access these podcasts of audio news releases and download them to their desktop, iPod or other personal communications device. In addition, MultiVu podcasts PR Newswire's Broadcast Minute report, an audio summary of the day's top news releases. Originally launched as a text-only service for radio journalists and producers, the Broadcast Minute report is now available in MP3 format. All of PR Newswire's podcasts are available via PR Newswire's media-only website, PR Newswire for Journalists (PRNJ), PR Newswire's public Web site, www.prnewswire.com and Apple's iTunes Database.

Posting to Video Sharing Web Sites

Today, with the proliferation of broadband, video can be made available to consumers on video sharing Web sites such as YouTube and BlinkxTV, allowing organizations to interact directly with consumers seeking relevant content. MultiVu produces video on behalf of its clients and distributes and posts it directly to the leading video sharing Web sites.

PR NewsFotos™

PR Newswire's PRNewsFotos helps communicators enhance their news and information with pictures. We offer comprehensive electronic photo distribution to the media in over 50 countries, as well as archival solutions and photographic assistance.

Photo Distribution & Archiving

US1 Newsline Distribution—The most comprehensive national circuit provides access to thousands of newspapers, magazines, national wire services, television and radio broadcast media, disclosure points and financial media and more than 4,000 Web sites, online services and databases.

AP National—AP National, our largest AP PhotoExpress distribution, utilizes the AP's primary news picture distribution network and sends a satellite feed of high-resolution images directly into desktops of over 1,200 editors at daily newspapers, weekly magazines, broadcast and Web sites. This premier method of delivery makes it easier for editors to place images into their production systems.

NewsCom and AP Photo Archives—Posting in the NewsCom and AP online photo archive ensures that the media has 24/7 access to your pictures and logos. Archived images, such as your company logo, can be included with your release at no extra cost and will be embedded as a viewable image on prnewswire.com and PR Newswire for Journalists.

Internet Photo Distribution—Your photo is rendered on some 175 Web sites including Yahoo!, MarketWatch, LA Times and ABC affiliates. The photo is available online for the life of the release.

Times Square Photo Distribution—Through a partnership with Times Square2 (a Reuters alliance) images sent via PR Newswire's Premium Photo Distribution and Internet Photo Distribution packages will also be displayed on the Reuters digital display board in Times Square, a location that welcomes approximately 1.5 million** visitors daily. Covering more than 7,000 square feet and 23 stories tall, The Reuters Sign is the largest digital sign in the world.

Assignment Photography

PR Newswire can quickly locate a professional photographer anywhere in the world to cover an event, executive portraits, or photography for newsletters, annual reports and brochures. PR Newswire members can add distribution to major dailies via AP PhotoExpress to ensure the event picture gets to the right editors.

**Source: Times Square2

Web 2.0 Offerings

Really Simple Syndication (RSS)

PR Newswire offers visitors to PR Newswire's public website and media-only website, PR Newswire for Journalists, access to news releases in more than 688 categorized RSS feeds (188 public RSS feeds organized by industry, subject and geography, and 500 journalist feeds in English, German, Spanish and French).

Search Engine Optimization (SEO)

Releases optimized by PR Newswire's SEO service become "search engine friendly" and are indexed by the Web's leading search engines for six months. As a result, people searching the Web for related information will find the release in their natural search results for months after the release is issued. Monitoring reports, available via PRN Direct, detail the accesses releases receive from search engines. Included in the reports are keywords used to find the news release and post-click actions taken. This intelligence can be used by communicators to tailor future messages, and enables them to gain a better understanding of how their audience seeks and uses news.

Social Bookmarking – del.icio.us and digg

All news releases that are distributed over PR Newswire include links to del.icio.us and Digg, two popular social bookmarking sites.

The primary use of social tagging is to store your favorite content, which can include articles, blogs, music, restaurant reviews, or whatever is important to you, so you can access the information from anywhere. It also enables you to share it with others to create a social network. Tagging not only functions as an organizing tool, but also as a valuable marketing asset helping to move your message to those who you are specifically targeting. When someone posts related content with the same tags, a collaborative repository of related information is built, driven by shared personal interests and creative organization.

Blog Tracking Through Technorati

PR Newswire has a partnership with Technorati, the global leader in blog tracking, which enables readers of press releases to track online conversations in the blogosphere directly from press releases on www.prnewswire.com. This marks the first time Technorati has entered into a partnership with a commercial news distribution company, and will help to establish a strong link between two of the most important tools in the communications mix – press releases and blogs. All individual press releases distributed through PR Newswire include a 'Technorati' button, linking readers to a search result page hosted by Technorati that will display a list of blogs discussing and linking to the news release, and relevant excerpts from those blogs. Once

on the search result page, the reader can set up an automatic watch list on Technorati to notify them when any results are posted.

GLOBAL DISCLOSURE AND INVESTOR RELATIONS

PR Newswire facilitates the disclosure of material news for public companies listed on the New York Stock Exchange, American Stock Exchange and the Nasdaq Stock Market. PR Newswire is also a recognized disclosure vehicle in the United Kingdom, and provides news distribution services for companies throughout Europe, Asia, Latin America and the Middle East. The company also plays a critical role in educating the corporate, investor and regulatory communities around the world on issues of disclosure and transparency. PR Newswire is the only newswire that can simultaneously disclose news releases in the U.S. and Canada, through CNW Group.

U.S. Newslines

All PR Newswire's U.S. domestic newlines are recognized as meeting the disclosure requirements of all the major stock markets. Through specialty circuits such as the Venture Capital circuit, the Small Cap OTC circuit and Investor Research Wire, PR Newswire also offers distribution of public company members' news releases to extremely targeted audiences.

IR Webcast Services

PR Newswire Webcasts powered by MultiVu. PR Newswire's Webcasting service offers 3 levels of events

- Audio Only
- Audio + Viewer-controlled Slideshow
- Audio + Presenter-controlled Slideshow

All events include two hours of live audio, registration and event pages, detailed audience reporting, twelve months of free archiving, both Windows and Real Player formats at no additional charge and more. Plus, PR Newswire sends two national Webcast notification releases that are optimized to give the event higher visibility and longer shelf life on the Web's leading search engines using our Search Engine Optimization (SEO) service. And a company's quarterly conference call can be made available as a podcast to make the event "portable" for the busy investor or analyst and to capitalize on every opportunity to reach the right audience.

Thomson Financial Partnership

Through a strategic alliance with Thomson Financial, PR Newswire has created several comprehensive Investor Relations products and services:

PR Newswire-First Call Wire

Included with all of PR Newswire's U.S. newlines public company's news releases are delivered directly into the First Call® Network making them available to 400,000+ institutional investors, analysts and financial advisors - at no additional cost. Also included at no additional cost with PR Newswire's premium national circuit is Thomson's **First Call Morning Notes**, which provide IR professionals with sell-side analysts' commentary on releases issued and **Access Reporting** of institutional investors who have accessed a release on Thomson First Call ® network

Edgar Filings through Vintage Filings, a PR Newswire company

In April 2007, PR Newswire acquired Vintage Filings, one of the leading and fastest growing EDGAR filing companies in the United States. Through Vintage Filings, PR Newswire's public company clients have a streamlined process for filing documents to the U.S. Securities and Exchange Commission's (SEC) Edgar database (www.sec.gov), as well as typesetting and financial printing services. Today, PR Newswire helps public companies comply with all facets of

disclosure from distributing press releases, hosting webcasts and creating and disseminating XBRL documents to filing regulatory EDGAR documents with the U.S. Securities and Exchange Commission and providing financial printing services.

Dragon Tag XBRL Document Creation Tool

Through a partnership with Rivet Software and using the Dragon Tag XBRL Enabler, PR Newswire members can create and distribute documents in eXtensible Business Reporting Language (XBRL), the emerging financial reporting standard being adopted by investor and regulatory communities around the world. XBRL-enabled documents such as earnings releases and financial statements are then sent directly to PR Newswire for distribution via a built-in interface within Dragon Tag that links to PRN Direct, PR Newswire's secure customer extranet.

Disclose

In the U.K., PR Newswire received official status as a Primary Information Provider (PIP) in 2002. Shortly thereafter, PR Newswire launched its **Disclose** service to help companies fulfill their regulatory obligations by providing an easy, secure and effortless way to issue their price sensitive news releases to the market through a web-based system.

Europe, Asia, Latin American and the Middle East

PR Newswire provides news distribution services for companies throughout Europe, Asia, Latin America and the Middle East who need to reach the news media and investor audiences (see International Services below). For even wider communication, PR Newswire's European IRWs combine financial and trade media with distribution to key domestic financial websites for retail investors and targeted email distribution to institutional investors.

Industry Leadership

PR Newswire is involved in many industry leadership activities in the Americas, Europe and Asia. In the U.S., Canada and Latin America, PR Newswire has strong relationships with professional organizations, the stock exchanges and regulatory bodies. In Europe, PR Newswire has been closely involved with the development of the Transparency Obligations Directive (TOD), a significant part of a series of measures aimed at creating a level playing field in the European financial services markets, since its earliest proposed form. PR Newswire's Mark Hynes was appointed to the CESR Consultative Working Group, comprising industry experts from different disciplines, advising the regulators on practical implementation issues of the TOD. Mark is the only media representative on the Group. The main themes in TOD deal with dissemination of inside information and notification of shareholdings aimed at ensuring that issuers, when distributing price-sensitive news and information across Europe, meet certain minimum standards.

PR Newswire also manages a free online resource, <http://www.disclosureresource.com/>, aimed at providing news, research and publications connected to the dissemination of price sensitive news by issuers around the world.

Below are some other representative organizations and affiliations of which PR Newswire is a member.

XBRL-US

PR Newswire joined XBRL-US, the domestic arm of XBRL International a consortium of over 200 companies working to adopt **eXtensible Business Reporting Language (XBRL)** as an accepted global standard of financial reporting, in 2002 and quickly assumed a leadership position on the Adoption Committee with the appointment of executive Michelle Horowitz to Chairperson. Since that time, PR Newswire's participation has been instrumental in the progress of the consortium. PR Newswire offers its own XBRL-document creation tool through a partnership with Rivet Software providing investor relations professionals a way to create and distribute their financial information in

XBRL. Another PR Newswire senior executive recently held the position of Vice-Chairperson of the XBRL-US Steering Committee and Chairperson XBRL-US Adoption Working Group.

Enhanced Business Reporting Consortium

PR Newswire is a strategic partner of the Enhanced Business Reporting Consortium, an organization that encourages corporations to report non-financial measures of business performance.

NIRI and IRS

PR Newswire is also a member of the National Investor Relations Institute, and Mark Hynes, Managing Director of Investor Relations Services for PR Newswire in Europe, sits on the board of Europe's leading investor relations organization, the Investor Relations Society.

(PR Newswire employees are involved in leadership roles in other professional communication associations such as PRSA and IABC).

TARGETING

PR Newswire offers the most powerful set of tools to target a company's news to a precise audience. With these tools a communicator can:

- Research and create media distribution lists
- Reach journalists looking for specific types of news
- Offer expert sources directly to the media when they need them

MEDIAAtlas™

MEDIAAtlas is a web-based media targeting database with searchable contact details of more than 500,000 journalists around the world. It is available by subscription with **U.S., Europe, Asia** and **Latin American** media modules and it is offered in **English, Spanish** and **French** language versions. MEDIAAtlas also includes more than 12,000 financial analysts and nearly 2,000 industry analysts, representing America's largest financial institutions and industry research organizations. MEDIAAtlas has over 119,000 U.S. editorial calendars as well as over 10,000 U.K. "Forward Features."

PR Newswire for Journalists (PRNJ)

PRNJ is a password-protected Web site for journalists. Every news release distributed over PR Newswire's newlines is posted to PR Newswire for Journalists where more than 80,000 journalists have profiled themselves to receive news on specific organizations, industries or subjects. More than 1,000,000 news releases are viewed on PRNJ each month.

ProfNetSM Experts

ProfNetSM Experts is the leading expert network in the industry. **ProfNetSM Search**, a component of ProfNet Experts, delivers to communications professionals leads three times per day from journalists currently working on stories. PR Newswire typically transmits between 100-150 queries daily. Communicators have the option of subscribing to the full feed or to any of 12 interest categories. Using **ProfNetSM Search**, subscribers can plan their communications efforts based on news in the media pipeline or they can contact the journalists directly to offer their organizations' experts as a source for a particular article. The **ProfNetSM Experts Database** enables reporters to search online profiles of 12,000 sources identified by our members as leading experts at their institutions. PR Newswire members can upload an unlimited number of experts to the database at no charge.

MONITORING AND MEASUREMENT

Once a company has targeted and distributed its news release through PR Newswire, it is time to monitor and measure the impact of the release.

ReleaseWatch™

A service offered with every news release distributed over a PR Newswire newswire, ReleaseWatch provides direct links to up to 20 of the top news sites where the release appears within an hour of distribution demonstrating some of the placement a customer's release receives.

PR Newswire **Access Reporting** illustrates the usage of a release by providing information about the number of accesses a news release(s) receives by the general public on prnewswire.com, investors on the Thomson First Call ® network and by media on PR Newswire for Journalists.

eWatch™ Media Monitoring

eWatch, the industry's leading media monitoring service, monitors 10,000 print (28 global wire services), more than 17,000 online sources (including thousands of online (web) versions of newspapers, e-zines, broadcast sites, portals, thousands of government, policy and regulatory sites and more than 3,400 blogs) for mentions of an organization's keywords. eWatch scans hundreds of thousands of articles each day and delivers reports with links to the most relevant articles directly to your inbox, or via our password protected Web site. Online reports are continuously updated with links to your latest clips so that you can have the news while it is still actionable, instead of several weeks later. eWatch also offers public discussion services that allow you to monitor your brands, and their reputations online. eWatch does not charge per clip fees and accepts an unlimited number of keywords.

US1 Media Monitoring

An automated complimentary service, powered by eWatch, that is provided to customers for 30 days following use of a PR Newswire premium newswire. In order to receive this service, customers must not opt-out of ReleaseWatch. US1 Media Monitoring goes beyond ReleaseWatch, looking for postings on the Web using the customer's sourceline as keywords. Customers have the option to modify their own set of keywords (maximum of 600 keywords).

MediaSense™

MediaSense enables organizations to measure the success of their overall communications programs through a quantitative and qualitative analysis of the media coverage they receive. MediaSense provides a clear understanding of what messages are resonating with the media, and in turn, how a company is perceived by its publics.

MediaSense can be deployed over any 90-day period or utilized throughout the course of a full year on an annual subscription. Reports are delivered monthly and contain an evaluation of media coverage based upon several measures. Quantitative measures include volume of coverage and coverage by media type. Qualitative measures include an evaluation of each article's tone (positive, negative, neutral), the presence of key corporate messages within articles, the overall quality of coverage based upon an article's length, placement, publication type and tone, and the equivalent ad value. All quantitative measurements are evaluated based upon a comparison to a company's key competitors, while qualitative reports offer an unbiased assessment of how a company is portrayed in the press.

In May 2007, PR Newswire launched **MediaSense Blog Measurement**. Powered by Umbria, a market intelligence company that specializes in blog research and consumer generated media (CGM) for market insight, MediaSense Blog Measurement allows PR Newswire clients to track blog conversations around a press release or a news topic, and monitor how these conversations grow and wane. Umbria's patent-pending technology is unique in how it analyzes blogosphere

discussions and provides a graphical assessment of the conversation tone and participant demographics.

Media Monitoring

PR Newswire offers a total solution to monitor interest across the media in Europe through a partnership with Durrants. Durrants monitors news and current affairs accurately and quickly in the UK, Europe and worldwide. Monitoring coverage 24 hours a day, 7 days a week we can deliver the results in a way that suits you - post, fax, courier, e-mail or Internet.

SPECIAL MARKET SERVICES

NEWS DISTRIBUTION SERVICES FOR LAW FIRMS

PR Newswire offers two legal service packages to assist law firms to:

- Raise their profile in the industries and practice areas in which they operate
- Increase their exposure in mainstream business and trade media
- Increase their visibility both domestically and internationally
- Position their partners and subject area experts as quotable sources in the media

These packages were developed based on input from chief marketing officers (CMOs) at various top firms, and include a variety of our services and products such as domestic and international wire distribution, practice area and trade media lists, ProfNet, and eWatch.

NEWS DISTRIBUTION SERVICES FOR PUBLIC AFFAIRS AND POLICY COMMUNICATORS

PR Newswire acquired U.S. Newswire, the pre-eminent policy and public interest news distribution service, in October 2006, creating the industry's most robust channel for public interest and policy news to media and online audiences directly from the source. Today, thousands of the world's leading government, non-profit, and public sector organizations rely on PR Newswire's Public Interest Services to communicate breaking news and information to the news media, policymakers, government officials and the general public through dedicated news distribution channels as well as online communities, social networks and more. Further, these organizations also rely on PR Newswire's innovative measurement technologies to measure the success of their communications.

Some of the most important newsmakers rely on PR Newswire to disseminate their news, including the Democratic National Convention Committee and the Republican National Convention both of which named PR Newswire the official newswire service provider for their 2004 conventions. In 2007, the Republic National Convention named PR Newswire its official wire service provider for the 2008 convention.

NEWS DISTRIBUTION FOR MULTICULTURAL MARKETS

PR Newswire's Multicultural products and services, in-language and in-culture, reach media in four primary ethnic groups - U.S Hispanic, Native American, African American and North American Chinese. As part of the Multicultural Markets service, PR Newswire translates news releases into Spanish, Simple Chinese and Traditional Chinese at no additional cost.

PR Newswire is the working partner and the official wire provider for several prominent national Multicultural organizations including:

- The National Association of Hispanic Journalists (NAHJ)
- The National Hispanic Corporate Council (NHCC)

- UNITY: Journalists of Color, Inc.
- National Association of Black Journalists (NABJ)
- Asian American Journalists Association (AAJA)

Organizational partnerships are a strategic advantage demonstrating our commitment to the growth and evolution of the multicultural markets and media. The added value for clients is greater reach, more outlets and an increase in communication vehicles available to communicate messages and to reach the markets.

U.S. Hispanic Newslines

PR Newswire has been distributing news to the Hispanic media for more than 13 years. PR Newswire's Hispanic Services comprise Specialists located in the top 12 Hispanic markets and Hispanic media relations specialists, researchers and editors dedicated to the market. PR Newswire also offers free one-on-one Hispanic marketing consultative sessions with clients, including free overviews of educational and informational studies of the Hispanic marketplace and media.

PR Newswire offers specialized **Hispanic media distribution** options reaching editors and reporters at more than 1,100 news outlets nationwide. The Hispanic Newslines represent the top Hispanic markets in the United States. Press releases are distributed simultaneously to national, regional or local news organizations. PR Newswire also offers industry-specific newslines that reach those editors covering Hi-Tech, Automotive, Healthcare and Entertainment.

PR Newswire distributes to the Hispanic media by wire via an exclusive partnership with Spanish-language news agencies, Agencia EFE and Notimex, which have extensive national news coverage. PR Newswire's Spanish-language copy appears intermingled with Agencia EFE and Notimex copy on their websites as well as all subscriber wire terminals. We also distribute via fax and email to reach smaller media.

In addition, our copy is placed in Spanish-language databases such as Bloomberg, LexisNexis, Factiva, Dialog/NewsEdge and others. These databases put our clients' news in front of thousands of journalists and decision makers, giving news a greater opportunity for coverage. PR Newswire is also the only news service to post news on major Spanish-language websites such as El Diario/la Prensa (NY), Agencia EFE and the LA Times Hispanic page.

In addition, all Hispanic news is posted on PR Newswire for Journalists, a journalist-only website, with more than 80,000 registered users. This puts the news in front of hundreds of US Hispanic journalists that are registered on this site and receive push e-mail of your press releases. Additionally, Spanish-language content on PRNJ receives thousands of hits per month from journalists seeking information.

Broadcast PR Services for US Hispanic Markets

PR Newswire's Hispanic Broadcast Services provide an effective, impactful way to reach Hispanic Americans in the United States in-language and in-culture. VNR, SMT, ANR, PSA or B-roll production in Spanish in the U.S. includes a distribution universe of more than 103 million homes. Includes telephone pitching and reporting to 71 stations in 18 countries. PR Newswire also transmits daily to Hispanic radio stations the Hispanic Broadcast Minute, which is a broadcast-ready summary in Spanish of major news stories of interest to this market.

Targeting Hispanic Media

PR Newswire offers its **MEDIAAtlas en Espanol** with Hispanic media content.

North American Chinese Newslines

The North American Chinese newslines were developed to reach areas with Chinese populations. Releases are sent via direct email distribution - which reaches 245 media points, including 46 Chinese language website databases. Every point has been contacted and all wish to receive this type of news. As a direct request from each news point, the news is sent in either Simple or Traditional Chinese - none are sent in English.

African American Newslines

The African American newslines were developed to reach African American media throughout the U.S. It currently reaches more than 750 media outlets serving the African-American market.

Native American Newslines reaches: This newslines provides access to newspapers, magazines, national wire services, broadcast media, online services, databases and Web sites serving the Native American market. It currently reaches more than 90 media outlets serving the Native American market.

INTERNATIONAL SERVICES

Latin American

PR Newswire has working bureaus in **Argentina, Mexico and Brazil** providing communicators with one-on-one media relations and service support.

PR Newswire covers almost 4,000 media in Brazil alone and more than 1,800 others throughout Latin America. PR Newswire's relationships with the news agencies we serve includes full text delivery of our news to their subscribers -- O Globo and MultiAgencias (Brazil), Noticias Argentinas and DyN in Argentina, Notimex and FinSat (Mexico), CMA Brasil (which has 12,000 terminals), and Bloomberg Brazil, EFE for Pan-Latam wire coverage and CANA in the Caribbean.

PR Newswire's **Latin American Industry Newslines** are the most comprehensive available. Industry newslines include trade publications in addition to the general media covered by the Full Latin America circuit.

In July 2007 PR Newswire acquired **Notilog**, the leading electronic media monitoring and analytics firm in Latin America. Notilog revolutionized the way Spanish- and Portuguese-language print, broadcast and online news is tracked and simultaneously analyzed to create real-time reports.

UK, Europe, Africa & the Middle East

PR Newswire has bureaus located in Europe: London, Paris; Latin America: Sao Paulo, Mexico City, Buenos Aires; the Middle East; Hong Kong, and Asia.

PR Newswire maintains exclusive affiliate relationships with the leading news organizations in Canada, Europe, and the Middle East to deliver information internationally, via the wire. Our exclusive news agency partners include Deutsche Presse-Agentur GmbH/news aktuell, Austria Presse Agentur, Schweizerische Depeschagentur, ITAR-Tass, Prime-TASS, ANP, Immedia/ADNKronos, and the Middle East News Agency.

Other wire partners across Europe, the UK and Africa include: Press Association, Europa Press, Agence Belga, PAP, South African Press Association, CTK, TASR, BNS, UNS, and Panapress.

Asia

Based in Beijing, Xinhua PR Newswire, a marketing alliance between PR Newswire and Xinhua Finance, is the first-of-its-kind outbound global distribution service for companies and organizations based in China.

PR Newswire is the only service to maintain exclusive affiliate relationships with the leading news organizations in Asia to deliver information internationally, via the wire. Our news agency partners include such prestigious names as the Australian Associated Press, Bernama News Agency, Pakistan Press International, InfoQuest, New Zealand Press Association, Xinhua News Agency, New China News, Press Trust of India, Yonhap News Agency, Kyodo News Agency, Antara News Agency, Philippines News Agency, Vietnam News Agency and United News of Bangladesh.

PR Newswire is also the only service of its kind to include expert full-text translation in the cost of international distribution.