

PressPass

ExpertSource

**Custom
News Sites**

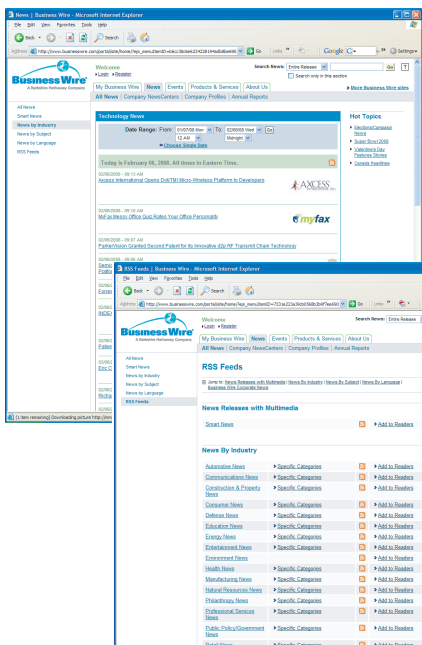
Multimedia

Free, 24/7 direct access to news and multimedia from thousands of international companies. Real-time dedicated news feeds in XHTML. Quick access to quotable experts.

Tools for Journalists

Newspaper journalists, trade publications and reporters from around the world use Business Wire as an easy-to-use and customisable news portal for:

- ▶ Full-text news in real time, ranging from financial results to the latest product announcements.
- ▶ Categorised news by subject, industry, geography and language.
- ▶ Trade show news archive plus company contact and background information
- ▶ Free logo, photo and multimedia downloads.



Personalised news when you need it

Business Wire provides you with personalised access to news releases, contact details, company profiles, publication-ready photos, and other multimedia via a password-protected news page on BusinessWire.com. Alternatively, you can opt for your customised headlines to be delivered by timed email or to an RSS reader.

Our unique coding system enables you to individually filter and search all incoming releases. You may personalise your news profiles according to more than 160 industry options, dozens of subject categories, thousands of geographic preferences and more than a dozen languages or specify company filters to create your personalised news profile.

Getting Started

To start receiving Business Wire news, register and set up your news preferences, or contact your nearest Media Relations team.

Custom News Feeds

Business Wire provides qualified media organisations with real time NewsML feeds, customised according to journalists' needs (i.e. by industry, subject, geographic region, keyword and more).

In addition, we can host news content for your newsroom's intranet and/or your external website, updated 24/7. All content is displayed according to your website's look and feel.

ExpertSource: Connect with sources and spokespeople

ExpertSource is Business Wire's proprietary database of thousands of academic and industry experts providing journalists with a knowledge base that spans all disciplines. You may conduct your own online searches to identify appropriate experts, or submit queries to the ExpertSource team for personalised assistance. ExpertSource can be accessed via your personal news page.

Trusted source around the globe

Business Wire's news feeds are carried by a growing network of more than 60 news agencies, financial and media points around the world, including the Associated Press, Agence France-Presse, Bloomberg, Dow Jones, Financial Times, Firmenwissen, Jiji Press, the Press Association, Thomson Reuters, vwd and many more.

In addition, our news is available through thousands of popular and widely-viewed news, investor, industry and business Internet sites including Yahoo! Finance, Google News, Dow Jones MarketWatch and Alta Vista News.