

Template

December, 2002

New Product or Service Press Release Template

Prepared by Product News Network

For Release (Time if important) Month, Date, Year

Headline that catches attention

Sub-headline that finishes thought of headline

City — Release Date — The paragraph that answers Who, What, Where, When Why and How. Provides concise answer to all the 5 W's and H. After the headline, this is the most important paragraph.

The rest of the press release supports the first paragraph. This paragraph begins the factual back up to any claims made in the press release. This can contain information on the capabilities of the product or service, the potential application and industries.

It is important that you are factual and honest with your statements about the product. The document should provide supporting information to back-up any claim made so you should avoid marketing “hype.” Avoid unsubstantiated claims. Provide credible back-up information with each claim.

Keep the writing style dynamic and to the point. Your release should be a page and no more than two. Be concise and to the point.

Avoid industry terminology and jargon. Write in a conversational style using conversational English.

When describing your product remember Feature, Function & Benefit. What it is, what it does and the benefit to the user. This will help the journalist communicate to their readers why they should consider your products.

About Your Company

The last information in a release is about your company and the important contacts as it relates to the product. The company information should describe your business and the industries you serve. You need to provide a contact name that the journalist can contact for more information. Include the contact phone number, fax, Email address, Web address and mail address. You can also issue your release on company letterhead to give it a professional appearance.

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This is for any legal jargon such as registered trade marks, patents and copy writes.

For more information, press only:

(PR Contact Name), (Phone Number), (Email Address)

For more information on your product:

<http://www.yourdomain.com/productpage>