

General Information Press Release Template: Replace the lettering in blue with your pertinent information. Release can either be typed directly in the body of an e-mail, or written in a word processing program then copied/pasted into an e-mail.

[YOUR COMPANY NAME] NEWS RELEASE

Date: [Date]

For Release: Immediate

Release #: [Give each new release a different number]

For More Information, Contact: [Person's name, phone number and e-mail]

[YOUR COMPANY NAME] WEB SITE FEATURES [ADD NAME OF FEATURE]

City, State — [Your company name] has announced a revision to its web site [list web site address] to help customers and prospects [add feature; ex., "search for and find the right product quickly and easily"].

The new feature is located on the company's web page on the left side under a link entitled [link name]. Clicking on this link brings you to a page where you can [give another two or three sentences of what this feature does and how it will help your customers].

"We are excited about this latest addition to our web site," noted [Get a quote from one of your company officials about the improvement]. "We believe it will help our customers find what they are looking for quickly and accurately."

[Your company] is a major [distributor/manufacturer] of [your products—add another line or so about who you are and what you do].

For more information, visit [your web site address], or e-mail: [e-mail address].

Caption for attached Graphic [perhaps showing a screen shot of the new feature]—[Your company name] has added a new link to its web site to help customers search the product database .

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NOTE: This press release has been e-mailed from [your company name]. If it has been sent to the wrong individual or if you no longer wish to receive [your company name] press releases, please contact [your company name] at: [contact e-mail address].