

New Product 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]

INTRODUCING [NEW PRODUCT NAME] FROM [YOUR COMPANY NAME]

[City, State] - [Your Company Name], a leading [distributor or manufacturer] of [list your current products], announces the addition of [new product name] to its current product offering.

[New product name] is available in a variety of sizes, materials and finishes to meet the demands of virtually any application requirement. [Give other specifics of the new product that your customers should know about such as specific sizes, packaging, how they can order it and any special pricing or discounts being offered. Tell about why it's a good addition to your product line and how it will help your customers].

[Your company name] supplies the [your industry] with a complete line of [name your other products]. [Give some other facts about who you are and what you have to offer].

Visit [your web site address] to learn more about [new product name] and other products available from [your company name] or e-mail: [e-mail address].

Caption for attached photo — [New product name], now available from [Your company name], comes in a variety of sizes and types to meet specific customer requirements.

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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].