

GlobeNewswire

Distribute your news, maximize your company's exposure, build brand awareness and measure your results. Built for PR, IR, marketers and agencies, GlobeNewswire gives you a wide range of options to suit your specific communication needs.

Newswire Distribution

Reach media, investors, influencers and consumers and share your company news across one of the world's largest newswire distribution networks.

Thousands of companies use GlobeNewswire to broadcast their important announcements and market-moving news to targeted audiences around the world. We understand the importance of delivering your corporate news quickly and efficiently, and whether it needs to be distributed domestically or abroad, our expansive capabilities give you the ability to send your content when and where you need to.

Meet Regulatory Filing Requirements

GlobeNewswire can assist listed companies in the U.S, Canada and Europe in their efforts to meet disclosure requirements mandated by regulatory agencies. Our filings services include EDGAR (U.S.), SEDAR (Canada), EU Transparency Directive and XBRL.

Enhance Your News With Multimedia

Add visual elements to your release by including photos, videos, infographics and other multimedia. Your photos can be distributed to AP Photo Express, CP Photo Network, Newscom Archive and Yahoo! Photo, and your video can be hosted on YouTube. Media assets can be uploaded and stored in your media library, making them easy to access and use in your future releases and customized email distributions.

GlobeNewswire provides comprehensive news delivery to:

- News agencies
- Online news sites
- Brokerage sites
- Daily newspapers
- Business journals
- Content aggregators
- Financial databases
- News bureaus
- Online syndicators
- Trade publications
- TV and radio stations
- Weekly publications
- Online influencers
- Independent journalists
- Social media networks

Distribute your news across North America and around the globe. We've combined the distribution reach of Marketwired and GlobeNewswire to give you access to a robust set of newslines and a wide variety of options for targeting your news across the U.S., Canada and around the world.

With GlobeNewswire, you can do more than distribute your releases. Our suite of complementary solutions for targeting, monitoring and measurement is accessible from within a single platform, helping to simplify your communications workflow.

Influencer and Media Targeting

Identify relevant contacts, uncover earned media opportunities and build relationships with key influencers.

Media Database

- Access media profiles that are gathered and time-stamped by our team of 100+ analysts
- Spot opportunities for media coverage within our comprehensive database of editorial calendars
- Curate custom lists to use in your targeted outreach and email campaigns

Monitoring and Measurement

Get the insights and analytics you need to understand which content and channels are impacting your brand value. Track online conversations and coverage, stay alerted to business-critical issues, benchmark against competitors and analyze campaign performance

Dashboards

Access a customizable array of data visualizations and analysis to get insight into your audience—demographics can be segmented by geography, sentiment, gender and interest to help give you a high-level understanding of your brand perception across online and social media.

Alerts

Get real-time, event-based alerts that can signal the onset of a crisis or opportunity and easily distribute them to the right people within your organization

News Briefs

Keep your organization informed of the news impacting your company with a customized daily digest of mentions across traditional, online and social media that's delivered straight to your inbox. With a dedicated team of analysts preparing your report, you'll receive handpicked, business critical information.

- Custom-branded template, ready to be distributed to your stakeholders
- Delivered daily (as early as 5 a.m. ET)
- See a text preview of each article in your brief
- Sentiment for each article coded by one of our analysts
- News segmented into categories makes your brief simple to navigate

Influencer Insights

- Identify relevant thought leaders and potential brand advocates
- Uncover emerging, trending content and share your news when it's most relevant
- Build and nurture relationships with people who can help share your content and amplify your campaigns



Understand which online activities are driving awareness and how far campaigns are reaching.

Custom Analysis Reports

Measure the impact of your communications activities and help inform business decisions with a customized analysis of your KPIs. Reports are branded and formatted to your specifications, delivered in a desired timeframe (e.g., daily, weekly, monthly, quarterly) and are available in presentation-ready format.

- Competitors
- Key messages
- Key topics
- Tonality
- Trend of coverage
- Regions
- Media type
- Top hashtags
- Top influencers

About Intrado Digital Media

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.

Visit www.intrado.com/Digital-Media to learn more.

