

Press Releases on Wheels

from the
Free Press Release Center

<http://www.free-press-release-center.info>

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Press Releases on Wheels

Welcome

Welcome to the Press Releases on Wheels e-book from the Free Press Release Center. The use of press releases can be a powerful marketing tool for promoting your product, service or web site.

Come with us now on a journey as we discover all about press releases and how best to use the Free Press Release Service to get the most out of your media release and how best to make sure that it is read by journalists and search engines alike.

Further reading

Before we start it is worth mentioning that this is only an introduction to writing press releases. This e-book was free to download and is free to re-distribute as is.

But if, after reading this e-book, you want more information then the Free Press Release Center wholeheartedly recommends Brad Callen's [Press Release Fire](#).

In it you will learn more about the press release process and specifically how to:

- Increase your website exposure.
- Boost traffic to your web site.
- How to build your credibility.

[Press Release Fire](#) is a step by step guide to [writing sizzling press releases](#).



What is a Press Release?

A press release, or a media release as it is sometimes called, is a way to make an announcement to the news media about a specific event with your organization. This could be a product release, a seminar, a new version of software, a new section in your web site, a new CEO at the helm, the latest financial results, a new strategic partnership and so on. The list is endless.

Press releases are used by all the major companies to inform the press about what is going on in the company. For example when Sony wanted to announce the release dates for the PlayStation 3 in Europe. How did it do it? With a press release. The headline of that press release was simple: “PS3 to Launch in Europe and Australasia on 23rd March 2007”. Simple it may have been, but it told the journalist exactly what he or she needed to know. It attracted their attention to read more of the press release.

As you read on, you will discover the different parts that make up a press release, how write them well and how to distribute that press release with the Free Press Release Center.

How to Write a Press Release

Introduction

A press release is made up of different sections. It starts with a headline, for example "Microsoft Launches Windows Vista and Microsoft Office 2007 to Consumers Worldwide". Then there is a summary of the press release, which in the Vista launch example read "Flagship products available at over 39,000 retail locations and online around the world." and then this is followed by the actual contents and finally the contact information.

A well written press release can capture the attention of journalists and get you good exposure. In preparing your press release you need to consider several key things which are outlined below.

The headline

The first part of the press release is the headline. The headline is in title case. This Means You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less and Short. Ideally the headline should not be more than 170 characters and it doesn't end with the period (or a full stop as the British would say).

Your headline needs to be sharp, to the point and eye catching. Soms journalists see hundreds of press releases each day. Your one needs to stand out.

The summary

The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way. The summary paragraph is mandatory at FPRC. The journalist may well read the summary to see if the press release is worth reading.

The body

Next comes the actual text of the press release. This is know as the body of the press release. It should start information about your location and the date of the press release. This traditionally follows one of two forms:

City, State (FPRC) Month DD, 2007 --

Month DD, 2007 (FPRC) --

The first paragraph know as the "lead" contains the most important information. After that you need to remember that in a press release you need to keep sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

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The rest of the press release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell.

About your organization and contact details

At the end of the press release you need to include a short back ground paragraph about your organization. You then need to list the contact person's name and phone number. The Free Press Release Center protects you from spam, so do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact Email" box when you submit your press release. To stop spam, your address will not appear on the site, but rather people will be able to contact you via a special contact link displayed with your press release.

However you should include a phone number so that journalists can contact you easily without having to wait for your to reply to emails.

Put your press release on wheels

Introduction

To make your press go places you need to make sure that it is well writing and well thought out. Here are some tips to make your press release stand out.

You are writing for journalists

Press releases aren't for customers or consumers they are for reporters, journalists who will use them as a starting point for a larger story or feature. Write your story as you would like to have it told. Press releases written as sales pieces will be completely ignored. The points you make in your press release and the order in which you make them may direct the journalist in how to develop the story.

Start with a strong "lead"

The first paragraph of the press release is known as the "lead". The lead needs to be strong, communicating your message quickly and concisely. You need to use your headline and first paragraph effectively so that they stand alone and that if only those portions were to be read, there would be enough information to understand what the release is about. The rest of your press release should provide the detail. Journalists see maybe thousands of press releases a day, you have a few seconds to grab your their attention.

What is your angle?

The media are always on the look out for a good story. Your press release needs to be more than just fact, it needs to be newsworthy. Understanding why journalists would find your story interesting is the key to success. Think about the release from the journalist's point of view, put yourself in their shoes. It is best to make your press release timely and to tie it to current events or social issues if possible. Find a good angle, a good news hook and you have the start of a good press release.

Who, what, where, when and why

A good press release needs to answer all of the "W" questions (who, what, where, when and why), providing the journalist with useful information about your organization, product, service or event. If your press release reads like an advertisement or sales pitch, dump it.

Why should anyone care?

Company launches, new websites and changes of management happen all the time and so aren't interesting. You need to concentrate on what makes your new company, web site, CEO or product unique. Ask yourself the question, "Why should anyone care?" Concentrate on the aspects of your press release that makes it different.

Add the human touch

Always use real life stories about how your organization identified a problem and solved it. How did your service or product fulfil a need or help the community. Real life examples communicate the benefits of using your product or service in a powerful way.

Keep to the point

Use enough words to tell your story, no more and no less. Don't pad your release with unnecessary adjectives or flowery language. But at the same time make each word count.

Limit the jargon

The best way to communicate your news is to speak plainly. You may need to use some jargon or industry specific lingo, but limit it to the minimum. Industry specific terms are only understood by people in the same industry where as your press release is aimed at a general readership.

Press Release Writing Mistakes

Introduction

Here are some things to watch for when writing your press release

Don't use non-ASCII characters

Watch for non-ASCII characters like the trademark, copyright and registration mark symbols as well as open and close quotes. Be sure to review your release before submission and replace these special characters with plain text equivalents e.g. (TM), (R), (C) and "

Don't use manual line breaks

Make sure that your press release hasn't been preformatted for 80 characters (or similar). Only use line breaks at the end of a paragraph.

Limit the jargon

The best way to communicate your news is to speak plainly. You may need to use some jargon or industry specific lingo, but limit it to the minimum. Industry specific terms are only understood by people in the same industry where as your press release is aimed at a general readership.

Include correct contact information

If your press release includes incorrect or incomplete contact information it will discourage the media. Be sure to include the correct information for at least one person designated to answer inquiries from journalists who have received your release.

Mixed case

Never write your press release in all UPPER CASE LETTERS. Your release will not be approved by the FPRC editors and even if it was, it would be ignored by journalists.

Check your spelling

Errors in spelling and grammar will lower the credibility of your press release

No HTML

Never include HTML or other markup languages (like XHTML or XML) in your press release.

Distributing Your Press Release

Introduction

Distributing your press release with the Free Press Release Center is easy. The first step is to sign up for a FREE account. On the home page click on the '[Register here](#)' at the bottom of the sign in box.

You will need to provide a username, a password, your real name and your email address. After successful completion of this form you will be sent an activation email. Use the link in activation email to verify and activate your account.

Once your account has been activated you can sign in using the sign in box at the top left of the home page. After successfully signing in a new item will appear on the menu bar; "Submit Press Release".

Clicking on "Submit Press Release" will take you to the press release submission page. Here you can complete the press release submission form and enter the press release into the Free Press Release Center's database.

Headline

The first box to complete is the headline of the press release. A MAXIMUM of 170 characters will be accepted. Remember Use title case (Capitalize Every Word Except for Prepositions and Articles of Three Letters or Less).

Industry

Each press release has a target audience. Journalists in the cotton industry aren't interested in press releases about a new video gaming web site. So it press release needs to target a certain industry. Do that by selecting the appropriate industry from the drop-down box. **Note:** If you upgrade to a PRO release you can choose 5 other related industries in which to promote your release.

Summary

A synopsis of your press release. Don't just repeat the lead, use this to tell the story in a different way.

Body

Enter the body of your press release here. This is where you tell your story. You may want to include subtle and indirect pitches of your product, service or company. Remember that you need to convince the reader to follow up on the press release by contacting your company. Don't forget to use quotes to bring in a human element.

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Keyword and Keyword URLs

The power of FPRC is in the keyword linking. With each press release the you can choose a keyword and a URL (different to your main site URL) which will appear as a link (using the keyword as the anchor text) in your press release.

This gives you free links to your site using the anchor text of your choice. Plus it is in a natural context, i.e. the text of their release.

There is also a PRO upgrade which gives you 3 keywords and URLs and your press release remains permanently in the system.

Contact information

The next set of box on the press release submission form are to do with your contact information. Here you enter your company name and your web site as well as the press contact name, email and phone number.

Add for FREE

Once you are happy with the press release submission form, click "Add for FREE". Your press release will then be added to the Free Press Release Center's database.

Note: ALL press releases are queued for editorial approval, this is for your protection as much as ours. Sloppy press releases can create as much negative coverage as a good press release can create good press coverage. It is always our aim to protect your credibility as well as ours.

PRO upgrade

After you have successful submitted your press release you will be given the chance to upgrade your release to the PRO level. Benefits of a PRO upgrade are:

- Your press releases will be given a top spot on the site for 7 days after the submission.
- A PDF version of your press release is available to download from the site.
- Guaranteed inclusion on the front page of yabadabadoo.info
- Your press release will remain in our system permanently (most press releases are deleted after 6 months).
- Guaranteed inclusion on the front page of alert-the-media.com
- All links to your website including on the keywords will remain permanently for the search engines to find.
- After the upgrade you will have access to add your company to our company directory.
- You can distribute your press release in up to 5 other related industries.
- Your second and third keywords will become links on your press release increasing your link popularity
- It only costs \$2.99!**

Press Releases and Search Engine Optimization

Search Engine Optimization

Search Engine Optimization (SEO) is a process of fine tuning your website to get higher rankings on Internet Search Engines like Google, Yahoo and MSN. Broadly speaking there are two types of optimization, "on-page" and "off-page". On-page optimization deals with the layout and format of a web page to make it attractive to a search engine. Off-page optimization deals with external factors like the number of people linking to your page. Let's look at off-page first.

Off-page

In trying to quantify the importance of a website, search engines have developed sophisticated algorithms that rank web pages for their quality. The largest factor in determining quality is the number of links to a web page. Links are an almost impartial method of determining how popular a website or a web page is. Or to put it another way, quality websites are the most popular and so have the most links to them. This measure of incoming links is often called "Link Popularity". So to improve your standing on the search engine you need a higher link popularity.

Another very important factor in off-page optimization is the text used to link to your site. This is called the anchor text. Adobe rank the highest in the search engines for the words "click here". Why should that be? The word "click here" isn't in the title of the page, nor is it in the page itself! So why does a search engine link Google rank Adobe so high for this term? Because many of the websites linking to Adobe used the words "click" and "here" many times in the anchor text of their links to Adobe. You know... Click here to download Acrobat Reader...

How can FPRC help with building your link popularity? When you submit a press release to FPRC you also supply some keywords for that press release. When that page is viewed by someone, including the search engines, the keywords will be used to create links within your press release back to your website. This means:

- There is a one-way link to your website
- The link uses the anchor text of your choice
- The link is within a natural context of the press release.

FPRC offers you a simply yet powerful way to create FREE links to your website, within your press release, using the anchor text of your choice.

Traditionally, a press release is short lived, it has a limited amount of time make your impact on the media before it becomes old news and is replaced by fresh press releases.

However at FPRC if you buy the PRO upgrade, your press release will remain permanently in our system. This means that your "in context" links with the anchor text of your choice remain permanently for search engines to find and so helping improve your rankings.

When preparing your press release you should optimize it for the keywords which are import for your site, product or company. This means that when someone searches for information in your industry, your press release will be seen as relevant by the search engine.

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On-page

There are several factors in on-page optimization. The first is the title of the page. This is almost the first thing the search engine reads when it visits a page. At FPRC the title of your press release is also the title of the page. So when preparing your press release try to put some of your important words in the headline, however don't force them in as then you will alienate your readers (the journalists).

After the title is the heading tags on the page. Like the title of the page, your headline will become the first heading on the page. Again you should optimize your headline.

If you prepare an optimum press release and select good keywords, FPRC will do the rest for you!

Sample Press Release

Headline Is in Title Case Meaning You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less and Short; Ideally it is Not More Than 170 Characters and Does Not Take a Period

The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way. The summary paragraph is mandatory at FPRC.

City, State (FPRC) Month 1, 2005 -- The first paragraph know as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch" said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use at the Free Press Release Center. The last paragraph can also include details on product availability, trademark acknowledgement, etc.

About ABC Company:

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact Email" box when you submit your press release. To stop spam, your address will not appear on the site, but rather people will be able to contact you via a special contact link displayed with your press release.

Contact:

David Brown, director of public relations

ABC Inc

555-555-5555

<http://www.YourWebAddress.com>

If applicable, include safe harbor statement.

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Real World Examples

Introduction

Here a few successful, well writing press releases, some of which have been posted by on the Free Press Release Center. Included below are press releases from Sony and Hitachi Data Systems as well as other press releases from the Real Estate and Software industries.

Read them carefully, study how the author has crafted the text. Look at the style, the quotations used etc. If it is true that we learn by example, then reading these press releases will teach you a lot!

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PS3 to Launch in Europe and Australasia on 23rd March 2007

Over 30 Titles for Launch Period. 1 Million units forecast for Initial Launch Period.

London, 25 January 2007 - Sony Computer Entertainment Europe today announced that PLAYSTATION®3 will be launched in the PAL territories of Europe, Africa, the Middle East and Australasia on 23rd March 2007 at a price of EURO 599 (GBP 425, AUD 999.95, NZ 1199.95).

Responding to retail and consumer demand, SCEE confirmed that initially only the 60GB model would be available, with the 20GB model to follow later in the year dependent on demand.

An expected one million PS3 units will be made available during the initial launch period.

SCEE also announced a stellar launch line-up of over 30 game titles for PS3, including eagerly awaited titles published by SCEE such as Resistance: Fall of Man™, MotorStorm™, Genji™: Days of the Blade, FORMULA ONE™ CHAMPIONSHIP EDITION and Ridge Racer™ 7. An exceptional range of titles in every genre will also be available at launch from the world's leading third party publishers, including Electronic Arts, Activision, Namco Bandai, Sega, Take 2, Ubisoft, Vivendi Universal, and Sony Online Entertainment.

In addition to games on disc, an exciting range of fully-featured downloadable games will debut on the PLAYSTATION®Network. These will include gaming icons such as Tekken™ 5 Dark Resurrection and Gran Turismo® HD Concept; the fully-featured PS3 debut of the best-selling franchise Gran Turismo, realised with full HD (1080p) visual quality. Created by Polyphony Digital Inc and published by Sony Computer Entertainment, Gran Turismo® HD Concept has been downloaded by more than 350,000 users since it was released in December 2006 in North America and Japan.

Also available on the PLAYSTATION®Network will be brainteasers such as Go! Sudoku and Go! Puzzle, and innovative games such as Blast Factor™ and fIOW™, designed exclusively for PLAYSTATION 3 and delivering on the promise to provide original content created by non-traditional developers and publishers.

Concurrent with the European launch, a new System Update to further enhance the entertainment potential of PS3 will be issued.

Announcing the launch details, David Reeves, President of SCEE said, "Following the hugely successful launches of PS3 in Japan and North America, we are absolutely delighted to be able to bring significant numbers of PS3 to the SCEE territories. To be able to launch with over 30 titles across every genre shows that this is our strongest launch line-up in the history of PlayStation, and is what PlayStation fans in Europe have been crying out for."

For further information please contact:

Nick Sharples (nick_sharples@scee.net) or Nick Caplin (nick_caplin@scee.net)

Sony Computer Entertainment Europe Ltd

Tel: + 44 207 859 5301(5349) Fax: + 44 207 859 5036

About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP® (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Between its European debut on 24th November 2000 and the end of September 2006, over 42 million PlayStation 2 consoles have been shipped across the SCEE territories, over 111 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of September 2006, over 8 million PSP systems have been shipped across the SCEE territories, with over 22.9 million shipped worldwide since its Japanese launch in December 2004.

The Hodgdon Group Awarded Design, Entitlements & Construction Management Contract For \$2.5 Million Expansion of Giant RV Center in Murrieta

The Hodgdon Group, a full-service real estate brokerage, development and construction management company based in Colton, has been selected by the number one RV dealer in the nation and the largest dealer in California, Giant RV of Montclair, Calif., to handle the design, entitlements and construction management of Giant RV's \$2.5 million redevelopment and expansion of its existing RV center in Murrieta, Calif. Located in southwest Riverside County, Giant RV is situated on six acres at Interstate 15 freeway and Cal Oaks Road exit at 24722 Madison Avenue.

March 26, 2007 (FPRC) -- COLTON, CALIF. -- The Hodgdon Group, a full-service real estate brokerage, development and construction management company based in Colton, announced today it has been selected by Giant RV of Montclair, Calif., the number one dealer in the nation and the largest dealer in California, to handle the design, entitlements and construction management of Giant RV's redevelopment and expansion of its existing RV center in Murrieta, Calif.

The scope of the \$2.5 million project includes the demolition of the existing building, creating temporary facilities, and the construction of a new 7,500-square-foot sales center. Giant RV is located on six acres at Interstate 15 freeway and Cal Oaks Road exit at 24722 Madison Avenue in southwest Riverside County. Giant RV will remain open during the construction, which is expected to be completed by August 2007.

A privately owned company, Giant RV currently has six dealerships located in Colton, Corona, Irvine, Montclair, Murrieta and Palm Desert, and additional full service departments in Corona, Lake Elsinore and Santa Ana. With over 600 employees and a selection of over 1,400 RVs, Giant RV offers the customer the complete RV experience including sales, service, parts and accessories.

Last year, The Hodgdon Group completed the development of a 32,000-square-foot Saddleback RV Center in Colton and a 22,000-square-foot Canyon RV Center as part of an 81-acre, \$50 million master-planned development project.

The Hodgdon Group has commenced construction on a 75,000-square-foot vocational training center for Summit Career College in Colton. The Hodgdon Group is handling the design, entitlements and construction management of the new \$14 million ground-up development.

CONTACT:

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The Hodgdon Group

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Press Releases on Wheels

Hitachi Data Systems Appoints Channel Business Lead in the Asia Pacific Region

Hitachi Data Systems, provider of Application Optimized Storage™ solutions and a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HIT), today announced the appointment of Michael Heitz as Senior Director for its Channel Business in Asia Pacific. He will oversee all of Hitachi Data Systems' existing channels and strategic partnership functions in the Asia Pacific region

December 22, 2006 (FPRC) -- Hitachi Data Systems, provider of Application Optimized Storage™ solutions and a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HIT), today announced the appointment of Michael Heitz as Senior Director for its Channel Business in Asia Pacific. He will oversee all of Hitachi Data Systems' existing channels and strategic partnership functions in the Asia Pacific region.

Mr. Heitz will work with Hitachi Data Systems' channel organization and channel partners to bring enterprise-class solutions to large and small organizations in the Asia Pacific region. He will also adapt and implement the global channel strategy within the region to ensure alignment between regional goals and overall company strategy and to position the APAC channel business optimally for further growth and success.

Heitz brings to the role a proven track record in Hitachi's Australian and New Zealand business, where he made the company one of the leading channel organizations in the industry. Prior to joining Hitachi, Michael had extensive experience in building channel businesses and leading teams across Europe and Australia as well as introducing advanced technologies into both the SMB and enterprise markets.

"Hitachi Data Systems' partnership model gains us a time-to-market advantage over our competition, as well as delivers customer-focused solutions that are already proven best-in-class," said Karen Sigman, vice president, Global Channels, Hitachi Data Systems. "With Michael's appointment, we will continue this successful approach to increase market share in the enterprise and SMB segments in Asia Pacific."

Said Michael Cremen, senior vice President and general manager, Asia Pacific, Hitachi Data Systems, "Our channel strategy remains key as we continue to build success in the enterprise and grow our business in the mid-market. We are certain that with Michael Heitz's leadership, our reliable partnership networks, our sales support teams and proven solutions, organizations of all sizes in the region will reap the benefits of Hitachi's enterprise-class application optimized storage solutions."

Said Michael Heitz, "Our network of partners and distributors has been instrumental in helping us garner market share in the Asia Pacific market. I look forward to further developing Hitachi Data Systems' success in the region through our channels organization."

About Hitachi Data Systems

Hitachi Data Systems leverages global R&D resources to develop storage solutions built on industry-leading technology with the performance, availability and scalability to maximize customers' ROI and minimize their risk. By focusing on the customer's perspective as we apply the best hardware, software, and services from Hitachi and our partners, we uniquely satisfy our customers' business needs. With approximately 3,200 employees, Hitachi Data Systems conducts business through direct and indirect channels in the public, government and private sectors in over 170 countries and regions. Its customers include more than 50 percent of Fortune 100 companies. For more information, please visit our Web site at <http://www.hds.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 347,000 employees worldwide. Fiscal 2004 (ended March 31, 2005) consolidated sales totaled 9,027.0 billion yen (US\$84.4 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's Website at <http://www.hitachi.com>.

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First 3rd Party Tracked Microsoft Exchange Server Hosting Affiliate Program is Live

123Together.com announced today that it is now the first Hosted Exchange messaging and collaboration provider to launch an Exchange Hosting Affiliate Program with a 3rd party tracking sale.

March 26, 2007 (FPRC) -- 123Together.com, the leading provider of Hosted Microsoft Exchange and Windows SharePoint services announced the creation of the Exchange Hosting industry's first 3rd party tracked affiliate program.

123Together.com has developed a strong program that includes immediate sales commissions and recurring monthly commissions which provides great incentive to current and potential affiliates. 123Together.com has partnered with Share-A-Sale to track affiliates and sales. The Share-A-Sale partnership also provides a quick and easy method for joining the affiliate program.

123Together.com has already created over forty banners in varying sizes and designs for its Exchange Hosting Affiliate Program in order to help new affiliates sell Microsoft Exchange Hosting. Additionally, 123Together.com makes it easy for affiliates to contact them should there be any additional questions regarding the benefits of Hosted Exchange and how to best position it to be successful. 123Together has also implemented a phone tracking script that will credit affiliates for offline signups.

"The Exchange Hosting industry is taking off. By having a robust affiliate program, as we do, 123Together.com can offer more organizations the chance to take advantage of selling our cutting edge technology." said Ravi Agarwal, CEO of 123Together.com. "This is a great opportunity for affiliates to offer something that SMBs are anxious to get while making good, recurring revenue. We've just rolled this program out and we're already seeing some great activity from our affiliate sales channel."

About 123Together.com

123Together.com, a Microsoft Gold Certified Partner, helps small & medium-sized businesses leverage the power of Microsoft Exchange Server. With over 9 years of hosting industry experience, 123Together.com is one of the largest providers of Microsoft Exchange Hosting today.

With up to a 100% uptime guarantee, 123Together.com is the leader in providing Mission Critical E-mail to companies such as banks, airlines, pharmaceuticals, and public companies - around the world all with flexible hosting options including shared and dedicated server hosting, full mobile availability for Blackberry, Treo, PocketPC, SmartPhone, and Windows Mobile handhelds, and the ability to resell the service completely white labeled.

123Together.com offers free Outlook 2007, 24x7 tech support, advanced SPAM filtering, Virus scanning, unlimited Public Folders, RPC over HTTP(S), VPN, Outlook Web Access (OWA), Outlook Mobile Access (OMA), web-based administration, daily backups, SharePoint, and continuous monitoring. 123Together.com also offers a 30-day trial.

Al Maguire

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