

## **It's time to join the german market leader**





### **THE PRESSEBOX® !**

The PresseBox delivers affordable, proven press release services for both private and public companies including targeted distribution, writing, media monitoring and real time success-analysis. As the market leader focused on the German technology branch the PresseBox® provides clear benefits in all areas of press work and media relations for companies and agencies. In addition to that, it delivers demand-oriented information for journalists and editors.

More than 300,000 unique visitors per month and over 75,000 press releases published in more than 7,500 company press rooms (status quo August 2006) underlines the market leadership of the PresseBox as online press portal.

More than 4.500 accredited journalists use the PresseBox as research platform for their daily work and are able to use more than 3.000 up-to-date press release per month from various categories of the industry. (for example: software, hardware, internet, networks, communication, security, e-commerce, automotive, engineering, biotechnology or events.)

### **PRESSEBOX® -FACTS**

	<b>No other online press service offers a such comprehensive archive of press releases</b>
	<b>No other online press service provides more information of the occurrences of the day</b>
	<b>The PresseBox ist the only press service where journalists can get all-inclusive information</b>
	<b>The PresseBox can put your extensive research work into practical use</b>

## YOUR BENEFITS

<input checked="" type="checkbox"/>	<b>Permanent record of your press releases in the largest high-tech press archive</b>
<input checked="" type="checkbox"/>	<b>Real time success-analysis with access-chart</b>
<input checked="" type="checkbox"/>	<b>Comparison values to your competitors</b>
<input checked="" type="checkbox"/>	<b>All analysis are given in real time and are available online.</b>
<input checked="" type="checkbox"/>	<b>Possibility to attach images and documents to your press release</b>
<input checked="" type="checkbox"/>	<b>Delivery to the personalised high-tech-distributor per E-mail and &amp; Fax</b>
<input checked="" type="checkbox"/>	<b>Media monitoring / clippings - online and print at fixed prices</b>
<input checked="" type="checkbox"/>	<b>Personal contact partner for all interests of press and media relations</b>
<input checked="" type="checkbox"/>	<b>Topranking on google-News, msn-News, web.de-News</b>

## YOU ARE IN GOOD COMPANY

A growing number of high-tech companies entrusts their press and media relations to the PresseBox. More than 7,500 companies (status quo August 2006) have set up press rooms within the PresseBox - a number even convinced opinion leaders. Over 4,500 accredited journalists rely on unique service of the PresseBox as information provider of more than 3,000 press releases per month. The PresseBox lets them set up their personal press release overview with up-to-the-minute information via **BOXMail** and **BOXfax** to any given time.

Here some references from our customers:



„The PresseBox provides various benefits for the internet appearance of our customers, in comparison to the classical matters of distribution via mail or private distribution via Email. RSS-Newsfeed, content partner and Google News support create higher rankings in search engines.”

“Many of our customers are business-to-business oriented. The Service of the PresseBox is qualified to reach all relevant press world we need.”

“Do it yourself or buy a service? Administration of contacts wastes time and is annoying. That’s why we decided to benefit of the PresseBox. We do the writing, they do the distribution – a division of work that at the final count is more economic for us.

Bernd Jung  
**Owner**  
**H zwo B**  
**Gesellschaft für**  
**Kommunikation**

"The PresseBox supports my daily work at two levels. On the one hand I receive up-to-date daily information of the branch via e-Mail and am able to **efficiently** inform myself about the new trends and news. On the other hand I can distribute your press releases just as swift and efficient via the press services independent of time and place, easy to use and even with a real time success analysis. A brilliant system with clean and reliable programming"

**WINTERHELLER**  
**Software GmbH**



"Press and media relations increasingly takes place via internet, even though it will never replace print media it is a great addition especially when distributing time-critical information. The Pressebox has proven itself as communication platform for journalists as well as for companies. The professional performance is convincing."

Gerhard Versteegen  
**Managing director**  
**Guerilla-PR**  
**and**  
**book author of**  
**„Pressearbeit in der IT“**



"The first-class service of the PresseBox has proven itself. Via the Pressebox we cannot only distribute our press releases absolutely reliable and on the minute, but also have the guarantee that they are read by the for us relevant journalists“

Michael Amstadt  
**x-dot GmbH**

## HARDFACTS

### The journalists of the technology branch are convinced by our services.

With good reason:

- more than 75,000 press releases (status quo August 2006)
- over 7,500 company press rooms
- 4,500 accredited journalists
- over 3,000 press releases / month
- 500,000 unique visitors per month – with increasing tendency

These are not just convincing statistical figures!  
Journalists know where they have to start their research,

- if they need up-to-date information
- if they need extensive basic knowledge of a company or product
- if they look for contact persons of the technology branch
- if they need relevant footage and images

## DIRECT DISTRIBUTION GUARANTEED

The PresseBox uses various methods to purposeful and efficiently distribute the press releases of our customers:

- Via **content partners**, qualified business web pages like the business portal **ititpro.com** or Verivox, the right targeting group will be reached.
- The wide spread online **PressTicker** as well as the **PresseBox-Toolbar** support these coverage multiplying effects.
- The PresseBox also meet the new communication trend requirements and offers journalists the to download their information via popular **RSS and Klip-Newsfeeds**. –
- In this context we would also like to mention our **BOXreader**, that is an ideal tool within the range of news readers.
- Last but not least the top rankings of your press releases via **Google-News** we meet all demands and benefits of the automated distribution of information.

## ONLINE PRESS ROOMS AND FOOTAGE

### Press rooms

You receive an online press room for your company and have the possibility to save any company data and contact partners. This information will be centrally saved and is available from any company press release stored within the system. There is no limit in updating your online press room or press releases with further company documents or images.

### Footage

There are no additional costs when providing documents or images. This guarantees that journalists have the possibility to access a broad number of press images, which definitely raises the success of distributed press releases. In addition, the PresseBox offers a comprehensive and open image archive with over 5,000 press and product images. Press releases that offer image data are immediately included to the image archive after they are set up for public.

## HIGHLY QUALIFIED DISTRIBUTION

### BOX Mail and BOX Fax

Daily press releases are distributed via BOX Mail and BOX Fax to over 4,500 journalists. The information is presented in summary and grouped by categories and goes to each personalized to their respective interests.

Polls point out that the most journalists prefer a hourly or daily summary of press releases provided by the PresseBox in comparison to private distributions. It reduces the problematic of information overflow and prevents that the journalists receive too much information to prepare.

The PresseBox<sup>®</sup> **distribution list:**

- 2.400 editorial offices of daily- and weekly-newspapers
- 10 news agencies
- 360 radio- and tv-stations
- 988 trade magazines and journals throughout the technology branch
- 728 freelance specialized journalists

## YOUR BENEFIT - TIME SAVING

The Pressebox reduces your effort for PR-activities and enables you to concentrate on your core projects. You will have more time for maintaining your personal contacts for PR-arrangements. Let us be in charge for your area-wide information supply! The provided services let us take care of your duties and responsibilities, so that you have more time for creative and innovative ideas. Incoming press releases will be noticed and the editorial staff of the PresseBox will publish these on all channels without delay.

## REAL-TIME SUCCESS ANALYSIS

Our unique analysis tools provide fast, transparent and essential information about the success and efficiency of your public and media relations. For example you can find out if the headline of your press release was pleasing enough for the audience and compare it with earlier releases.

### **Press release statistics**

provides a summary of all your press releases and distribution instruments, as well as an analysis of the hits and qualified logged in journalist accesses to your press releases.

### **Trend barometer**

reflects your actual success by showing comparative values of general and category-related press releases.

### **Competition analysis**

Our competition analysis can reflect your actual success in real-time by entering keywords of your competitors.

## NEED MORE INFORMATION?

Are there any unanswered questions? Do not hesitate to contact us!