

PRESS RELEASE

Of interest to editors and journalists covering:  
Advertising/Marketing & Public Relations, DotCom/Internet, B2B

Leading Online Newswire Service Send2Press Relaunches Business-to-Business  
Marketing Affiliate Program

LOS ANGELES, Calif. - June 8, 2004 /Send2Press Newswire/ -- Neotrope announced today that its Send2Press(tm) division ([www.send2press.com](http://www.send2press.com)), a leading online newswire service, has relaunched its popular Affiliate Program designed to help business-to-business web portals, search engines, and "blogs" earn revenue through banner and text linking to its affordable PR services. The program was discontinued in March for retooling and to develop higher payout fees to partnering sites with appropriate content.

Returning affiliate partners are already pleased with the new program's ease-of-use, improved banners, and higher payout rates for qualified traffic referrals. "My experience has been that your site converts better than your competitors in the news distribution industry, which results in larger commissions for us," says Ann Hackett of Quest Career Services, LLC ([www.Questcareer.com](http://www.Questcareer.com)). Hackett's company provides effective marketing materials for individuals and businesses including resumes, cover letters, company profiles, and biographies, and is typical of the kind of business oriented site which is a great fit with the Send2Press Affiliate Program.

More information on the Affiliate Program:  
<http://www.send2press.com/affiliates/>

About Send2Press

Founded in 1997, Send2Press is one of the leading online-based press release writing and targeted news distribution companies helping small to medium businesses (SMB) and start-up companies reach and inform their target media. Because Neotrope/Send2Press is a 21-year veteran in the media relations business, it's one of the only news distribution companies that maintain its own active media contact database with over 25,000 editors and journalists. The company also has a free weekly email news alert service and syndicated headline feeds.

Send2Press is the only newswire service whose staff is comprised entirely of working journalists, published authors, and/or accredited PR professionals. The highly-experienced team includes: Beverly West, Adrian Blake, Carly Zander, and company founder Christopher Simmons.

Ms. West is a best-selling author whose series, "Cinematherapy, the Girls Guide to Movies for Every Mood," has spawned six sequels and a daily TV show in primetime on WE, Women's Entertainment. Mr. Blake is a member of the Periodical Writers Association of Canada, experienced news writer, and contributes to numerous travel and automotive publications. Ms. Zander is a contributing editor to numerous new-tech publications including CrossMedia. Mr. Simmons is a member of the Public Relations Society of America (PRSA), has served on the judging panel for the PRSA 2002 and 2003 Excellence in Tech Journalism Awards, is also a member of ASCAP, and has been a contributing editor to numerous entertainment and technology publications over the past twenty years.

Send2Press was recently featured in Entrepreneur magazine's marketing buzz column, and was the Interland website of the month in February.

A new service called eMediaEXTRA(tm), rolling out in July 2004, provides a ready-to-go PR kit for small businesses who can't afford a full-size PR firm or ad agency. This new program includes news release writing, targeted distribution, two hours of media coaching, two months of eWatch(tm) media monitoring, multiple reports, and additional support features, for under \$1300.

More information: <http://www.Send2Press.com>

About Neotrope (R)

Neotrope ([www.neotrope.com](http://www.neotrope.com)) is an entertainment, brand identity, and technology marketing firm established 1983 in California, and was formerly known as Mindset. The company has strategic partnerships with first-tier news organizations including PR Newswire(R) for wire services, and with eWatch(tm) for electronic media monitoring.

Neotrope manages a network of over 100 industry and content sites including BlueSpin(tm), California Newswire(tm), ContextEngine(R), DigitalAuthor(tm), DotComMojo(tm), DotCom Newswire (tm), Mindstock(R), MusicIndustryNewswire(tm), Neotrope Records, PRnetwire(tm), Publishers Newswire(tm), and Search Engine Intelligence(tm). Neotrope is listed/rated with D&B, is a member of the Better Business Bureau, and the BBBonline safe-shopping program.

More information: <http://www.Neotrope.com>

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