

PRESS RELEASE

Of interest to editors and journalists covering:  
Advertising/Marketing, Public Relations/PR, Business Promotion, CA Business  
News

Online News Service Send2Press and Vickie Jenkins Performance Power Launch  
Partnership to Provide Affordable Effective Press Coverage and Media Coaching  
Services Within Reach of Small Businesses

LOS ANGELES, Calif. - June 21, 2004 /Send2Press Newswire/ -- A new strategic  
alliance between Send2Press Newswire ([www.send2press.com](http://www.send2press.com)) and Vickie Jenkins  
Media Coaching was announced today. This service will provide small to medium  
business (SMB) owners with a single-source solution for affordable PR service  
packages including news release writing, targeted news distribution, media  
coaching and media training. This alliance is designed to give companies who  
want to take the reins of their own media promotion access to a variety of  
"ready to go" PR kits called eMediaEXTRA(tm).

An example eMediaEXTRA(tm) plan includes: Professional press release writing  
with up to three drafts, highly targeted national news distribution direct to  
editors and extensive online news placement, plus two hours of Jenkins Media  
Coaching by phone, for \$995.

Information: <http://www.send2press.com/coaching/>

Jenkins' Performance Power program is guaranteed to improve communication  
skills - whether speaking to one person or one million, from an office, a  
podium, or a television studio. With exclusive one-on-one and group training,  
experienced experts in the broadcast industry provide the perfect environment  
in which to learn and implement invaluable skills that will lead to success.

"This service is ideal for book authors, business owners, sales teams,  
musicians, CEOs, and others who may not feel comfortable speaking to the press  
by phone or on camera," Christopher Simmons, Send2Press president and  
founder, said. Mr. Simmons is a 25-year PR veteran, award-winning designer, a  
member of the Public Relations Society of America, an ASCAP member, as well as  
a contributing editor to numerous national magazines.

"The Media Coaching and Training Program teaches how to bridge back to your  
message when the interview wanders, deal with hostile questions, while you  
keep the audience interested, entertained and tuned in," says Jenkins.  
"Holding your own in an interview is one thing, but learning how to use that  
valuable airtime to make an impact for yourself and your company is the true  
secret to success."

"Small businesses and individuals can now gain the same kind of news placement  
and media coaching previously reserved for large corporations willing to spend  
vast sums on PR agencies with a coaching staff, or corporate retreats," added  
Simmons. "There is simply nothing else out there like this program for  
companies who want to do their own PR in-house."

About Vickie Jenkins

Jenkins is an award-winning broadcast journalist with 20 years on-air  
experience in major broadcast markets. As the President of Performance Power  
Media Coaching, she designs a variety of training programs, with clients in  
the fields of technology, energy, health care, financial services, law,  
government, publishing, and entertainment. Her clients have appeared on the  
TODAY show, CNN, Oprah, Good Morning America, National Public Radio, as well  
as in the Wall Street Journal, USA Today, The New York Times, and Inc.  
Magazine.

About Send2Press

Send2Press(tm), a unit of Neotrope(R), was founded in 1997 by a team of

accredited PR pros, and is one of the leading online-based news release creation and distribution companies helping small to medium businesses reach and inform their target media. Send2Press clients have been featured on CNN, Good Morning America, as well as countless radio and TV shows, and print periodicals. Send2Press is unique because its staff are all working journalists, published authors, and public relations professionals. Because it is part of a 21-year old media company, it is one of the only news distribution companies that maintain its own active media database, with over 25,000 U.S. editorial contacts. Send2Press has an extensive opt-in media audience, and syndicates news via multiple online channels. The company is also a founding member of the FightNewsSpam(tm) initiative.

Neotrope (www.neotrope.com), of Torrance, Calif., is a privately-held brand identity, interactive design, and entertainment company, founded in 1983. In addition to business promotion services provided to technology and entertainment companies worldwide, Neotrope offers news writing and distribution services for small businesses through Send2Press(TM), and operates over 100 content-rich websites. The company's ContextEngine(R) contextual marketing solutions have placed clients in top rankings of Internet search engines since 1995. Neotrope is the company formerly known as Mindset.

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