

## PRESS RELEASE

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

Send2Press and PR Newswire Extend Partnership to Provide Affordable, Effective Media Monitoring and Corporate Intelligence Services to Small Businesses

NEW YORK and LOS ANGELES - July 14, 2004 /Send2Press Newswire/ -- Leveraging an existing partnership, Send2Press ([www.Send2Press.com](http://www.Send2Press.com)) and PR Newswire will now provide small business owners with cost-effective media monitoring and news clipping services, the two companies announced today.

In partnership since 2002, the two companies have successfully offered individuals and small companies superior public relations services including news release writing and distribution, at affordable prices. Building upon this partnership, Send2Press customers will now have access to PR Newswire's eWatch(tm) monitoring service to track mentions of their own company, their competitors or industry trends.

Pamela Bartlett, PR Newswire's strategic channels manager said, "Targeting, distribution and monitoring are the three most important aspects of getting a company's message to its intended audiences and tracking the impact it has. Until this point, PR Newswire and Send2Press have provided the first two components of this process and by making eWatch available to Send2Press' clients, they will now have the third component - the benefit of monitoring the response to their messages in the marketplace."

EWatch(tm), the Internet's leading news monitoring service, scans over 7,000 web publications, web pages, bulletin boards and e-mail discussion groups in over 30 countries based upon customized search criteria. Reports with links to relevant articles are delivered via email to the customers' inbox or articles can be retrieved through a password-protected website. Links to articles can be sorted by subject, date, search term matches or readership data and can be emailed individually or as part of an entire page with highlighted search terms, with one click. Using eWatch, PR professionals can retrieve and manage clip reports efficiently and cost-effectively.

Send2Press(tm) is a division of Neotrope(R), a media relations, advertising, and marketing company founded in 1983. Send2Press was launched in 1997 to take advantage of the new technologies and cost-cutting potential of using the Internet to deliver news releases to the media.

"Small businesses can now tap into the same resources that larger corporations use to target, distribute and monitor the impact of their news," said Christopher Simmons, Neotrope president and founder. "The ability to monitor news coverage through eWatch, combined with our affordable news release writing and media relations services, makes Send2Press a single source for news dissemination and tracking for small businesses."

#### About PR Newswire

Now in its 50th year, PR Newswire Association LLC ([www.prnewswire.com](http://www.prnewswire.com)) provides electronic distribution, targeting, measurement, translation and broadcast services on behalf of some 40,000 corporate, government, association, labor, non-profit, and other customers worldwide who seek to reach a variety of critical audiences including the news media, the investment community, government decision-makers, and the general public with their up-to-the-minute, full-text news developments. Established in 1954, PR Newswire has offices in 14 countries and routinely sends its customers' news to outlets in 135 countries and in 30 languages. Utilizing the latest in communications technology, PR Newswire content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source. PR Newswire's leading brands include ProfNetSM, eWatch(tm), Online MEDIAtlas(tm) and MultiVu(tm). PR Newswire is a subsidiary of United Business Media plc of London.

About Send2Press

Founded in 1997, Send2Press, (www.Send2Press.com) is one of the leading online-based news release creation and distribution companies helping small businesses and start-up companies reach and inform their target media. It is the only online newswire service to provide a single source for news writing, rich media, media coaching, targeted distribution, search engine marketing, and media representation. All of the staff members are experienced working journalists, published best-selling authors, and/or accredited public relations professionals, including members of the Public Relations Society of America (PRSA). Because Neotrope(R), the parent company, is a 20-year veteran in the media relations business, it is one of the few news distribution companies that maintain its own media database with over 25,000 U.S. contacts.

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keywords

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