

PRESS RELEASE

Of interest to editors and journalists covering:  
Advertising/Marketing, Public Relations, Publishing, Internet, CA Bus.

Author Beverly West Joins Team of News Writers and Content Editors at  
Online Newswire Service Provider Send2Press

LOS ANGELES, Calif. - Nov. 24, 2003 /PRNewswire/ -- Send2Press (www.send2press.com), one of the leading online news distribution companies, announced today that noted author, Beverly West, of the "Cinematherapy" book series, has agreed to become an editorial consultant on the team of the company's accredited news professionals, as of November 1. Send2Press provides small business owners with a single-source solution for affordable PR services, including news release writing and targeted news distribution.

Beverly West is a best-selling author whose series, "Cinematherapy, the Girls Guide to Movies for Every Mood," has spawned six sequels and daily TV show in primetime on WE, Women's Entertainment. She has also has penned a cookbook, "Culinarytherapy, The Girl's Guide to Food for Every Mood," and "Cinematherapy for the Soul."

"I'm very excited to have Beverly join our consulting team," said company president, Christopher Simmons. "Her considerable talent, wit, and expertise will be a benefit to our clients who need editorial direction for news content, including promotion of entertainment and book publishing projects."

Ms. West joins an accredited team of news professionals, including Adrian Blake, Carly Zander, and Christopher Simmons. 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), recently served on the judges panel for the PRSA 2002 Excellence in Tech Journalism Awards, is also an ASCAP member, and has been a contributing editor to numerous entertainment and technology publications including Computer Player, Digital Imaging, Print on Demand Business, and Search Engine Intelligence.

About Send2Press(tm)

Founded in 1997, Send2Press 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. All of the editorial staff members are experienced working journalists, published authors, and/or accredited PR professionals. Because Neotrope, the parent company, is a 21-year veteran in the media relations business, it is one of the few newswire companies that maintain its own media database with over 25,000 U.S. contacts. Neotrope/Send2Press has strategic partnerships with leading first-tier news companies including PR Newswire(R) for wire services and financial news, and CyberAlert(R) for electronic media monitoring worldwide. The company also manages a network of over 100 industry and regional news sites.

About Neotrope(R)

Neotrope (www.neotrope.com) of Redondo Beach, Calif., is a privately held marketing, brand development, interactive design, and entertainment company founded in 1983. The company provides professional corporate public relations services to technology and entertainment companies worldwide, and offers affordable news writing and distribution services for small businesses through Send2Press(TM). Neotrope's proprietary ContextEngine(TM) contextual marketing solutions (www.DotComMojo.com) have helped place companies in top rankings in major Internet search engines since 1995.

More information: <http://www.send2press.com>

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