

PRESS RELEASE

Of interest to editors and journalists covering:  
Business/Finance, Advertising/Marketing, Publishing, DotCom, CA News

Neotrope Launches freeNewsArticles.com providing Hundreds of  
Ready-To-Use Business News Articles for Publishers and Website Editors

LOS ANGELES, Calif. - Dec. 15, 2003 /Send2Press Newswire/ -- Neotrope (www.neotrope.com) today announced the formal launch of freeNewsArticles(tm) (www.freeNewsArticles.com), a new content resource providing hundreds of ready-to-use business news articles in a wide variety of popular topics including entertainment, biotech, and book publishing. After filling out a simple license agreement, editors may freely use the content in print, online, or on-air.

The freeNewsArticles(tm) website has over 300 pre-written news features from 2003, with an average of 25 new articles added each month. Additional topics include: computer hardware and software, DotCom companies, health and fitness, telecom/datacom, wireless/VOIP, and California Business News. Content may be used simply by copy/pasting text from archived articles, or rewriting content from raw text or PDF versions of news releases. A weekly e-mail news summary provides links to newest articles.

"Our goal was to leverage our wealth of important content, so that our clients could obtain further reach for their stories," said company president, Christopher Simmons. "It's also ideal for websites covering topics like medical research, who want to inform their audience while at the same time derive revenue from advertising mechanisms like skyscrapers, pops, or Google's AdSense."

Companies who wish to have their content featured on freeNewsArticles.com must use one of two news services: either Send2Press (www.Send2Press.com), a leading affordable online targeted news distribution service for small to medium businesses; or PRnetwire (www.PRnetwire.com), a free news posting site relaunching in January.

Additional news syndication options will be available in January including RSS/XML feeds of headlines.

#### About Neotrope(R)

Neotrope of Redondo Beach, Calif., is a privately held marketing, brand development, interactive design, and entertainment company founded in 1983. The company provides identity and marketing services to companies worldwide, and offers affordable press release writing and news distribution services for small businesses through Send2Press (www.send2press.com). Neotrope's proprietary ContextEngine(tm) contextual Internet marketing solutions (www.DotComMojo.com) have helped place companies in top rankings in major Internet search engines since 1995. Neotrope's editorial staff are working journalists, published authors, and/or accredited PR professionals.

Neotrope has strategic partnerships with leading first-tier news companies including PR Newswire(R) for wire services and financial news, and CyberAlert(R) for media monitoring. The company also manages a network of over 50 industry and regional news websites.

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

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