

VNR Service Relunched by Send2Press Newswire

ARCHIVAL CONTENT

LOS ANGELES, CA – June 25 (SEND2PRESS NEWSWIRE) – Send2Press(R), a leading targeted newswire service, announced today the relaunch of its video news release, or “VNR,” production and distribution channel. As part of the revamped service offering, Send2Press will be both producing and disseminating client VNRs online and to the media for the first time since 2002. The service will allow any size company to showcase their news in a visual and dynamic Web-compatible presentation.

Each 90-second VNR is presented in a cable news channel format, with a professional on-air talent reading the content, with support for embedded images, audio and video. The video news releases are featured in the Send2Press News Network, which includes websites like Send2Press.com, averaging 25 million hits per month, and related sites like PublishersNewswire.com and AdvertisingIndustryNewswire.com.

Additionally, Send2Press video and other content will be distributed by Voxant, Inc.’s Viral Syndication Network(TM), as appropriate. Send2Press VNRs will be submitted to video sites including Google and Yahoo!. Video Podcasts on two new sites, www.PRnewsVideo.com and www.VNRlive.com, will stream VNR content to the iTunes(TM) portal and other video-capable sites.

Voxant is the first open distribution network for online news. Its Viral Syndication Network(TM) is a revolutionary approach to distributing and monetizing news online. Through TheNewsRoom(TM) and its patent-pending NewsCubes(TM), Voxant will enable news organizations to push licensed news content and advertising to an estimated 43 million Web sites and 30 million blogs that attract more than half of all Internet viewers.

Send2Press is a unit of Neotrope(R), a content, marketing and entertainment firm established in 1983, which has been involved with creating and evangelizing multimedia content as long as the category has existed.

According to Neotrope President, Christopher Simmons, a 25-year marketing and PR veteran, “Now that the Internet has caught up with video, both through broadband connections and high-speed desktop and mobile devices, we felt it was time to again offer this kind of ‘visual branding’ service to our clients.”

He added, “Nothing communicates a message or product demonstration as well as video, and now small- to medium-size businesses can get the same value in using VNRs as large companies who spend much more through other venues.”

Simmons is a member of the PRSA, and ASCAP. He has been on the launch team of numerous successful Internet-era companies in the entertainment and technology industries, including MacMall(R), FindWhat(R), and Send2Press(R).

He is frequently interviewed by leading magazines including PCworld, Entrepreneur, and TrendWatch about technology and marketing topics. As a working journalist, he has been a contributing editor to numerous magazines including the Graphic Artist Guild newspaper, Micro Publishing News, Digital Imaging, Print on Demand Business, Computer Player, Polyphony, and Spazz.

Send2Press(R) is the only targeted news distribution service with a staff entirely comprised of accredited PR professionals and working journalists, and was the first news service in the world to optimize content for search engines in 1997 using Neotrope's proprietary ContextEngine(R) technology. Prior to 2000, Send2Press was known as MindsetNetwire. Send2Press is a unit of Neotrope(R), established 1983 in California by Christopher L. Simmons. Neotrope was formerly known as Mindset.

Affordably priced, the exclusive new Send2Press VNR service was unveiled in "beta" to existing clients in June. The formal re-launch is July 10th.

For more information, visit www.Send2Press.com after July 10th. Look for the blue box that says "learn about our VNR service."

All trademarks acknowledged.

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