

Neotrope Announces Relaunch of Send2Press PR Partner Program

LOS ANGELES, CA – Aug. 10 (SEND2PRESS NEWSWIRE) – Send2Press(R), a leading targeted newswire service, announced today it will again offer its PR Partner Program to qualified ad agencies, PR pros, and marketing companies. The program, last offered in 2003, allows appropriate advertising firms to offer Send2Press news distribution and Internet marketing services and receive a partner discount, without having to meet volume requirements or pay a start-up fee.



“We’re very happy to again extend this ‘PR Partner Program’ to qualified professionals and agencies,” said Christopher Simmons, president of Neotrope(R), parent company of Send2Press. “Although we offer prepaid agency/volume packs, and an affiliate program, we’ve heard from numerous public relations folk who wanted something less complex in order to provide Send2Press branded services to their clients.” Simmons is a member of PRSA, and ASCAP, and has been a public relations expert and working journalist for 25 years. He is often interviewed by publications like Entrepreneur and industry organizations like TrendWatch.

PR Partner Program participants earn a 10% discount on all prepaid services with no annual fees, and “Preferred Partners” who can commit to a minimum of five client projects each month earn a 15% discount on Send2Press services.

Services available include targeted news distribution, offered by Neotrope since 1983, professional press release writing by trained and accredited staff, ContextEngine(R) Website deep-linking services, plus Send2Press VNR (video news release) services and ContextXpert(TM) “super-tracking” relaunching September 1st.

The program is open to qualified organizations and PR professionals (e.g., PRSA members) in the U.S., Canada, and U.K.

About Send2Press Newswire

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, targeted distribution, media coaching, search engine marketing, and media representation (AOR).

Send2Press(R) is a unit of Neotrope(R), established 1983 in California, and is the only news distribution service with a staff entirely comprised of accredited PR professionals and working journalists. Send2Press 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, the service was known as MindsetNetwire.

For more information on the Send2Press PR Partner Program, requirements, and an online application form, visit:

www.send2press.com/partners/

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