

marketwire

# Communications Playbook

Tools and Tips for  
Communications Professionals








# Create winning strategies in the communications game.

The rules of communication are changing. You need new strategies, innovative plays and unparalleled focus. That's why you need Marketwire on your team.

From kickoff to completion, at every point in the communications workflow, we'll help you play your best. Marketwire solutions help you craft motivating messages, enhance your communications and choose just the right audiences, as well as distribute your news, hit your targets and know the impact you've made.

Use the ideas, solutions and tips in this Playbook to form your own plan and move ahead of your competition. And if you need an assist, give us a call. We're always here to help you meet your goals.



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Marketwire is continually expanding and improving its suite of products and services. While this Communications Playbook provides a detailed look at what we offer, please talk to your client services representative for the most complete and up-to-date solutions available.

# Distribution

## Benefit from precision targeting and new media reach on a global scale.

**T**oday, you can't just blitz the market with your message and hope for the best. You need a clear strategy and defined audience. Outside your organization, there's a diverse, evolving and increasingly global media mix. News consumption is shifting online at an unprecedented rate. Social networks are sprouting up everywhere, and traditional media outlets are in make-over mode.

Your audience can be anywhere, and it seems you can never stop chasing down the right channels to reach them. Marketwire can help you craft the right game plan. Whether you need to reach niche media markets, send your messages around the world, meet domestic or international disclosure, or connect with online audiences, we have you covered with our comprehensive and customizable news distribution services.

We can also put your news into the interactive realm of social media where it can be seen, shared and talked about by those who rely on search engines, RSS feeds and embedded social media tools to customize their news consumption.

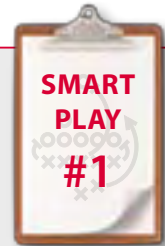
What's more, Marketwire has experts on the ground around the world who are continually monitoring the local media landscape to ensure that your news reaches the right audiences. Our client services team can help you fine-tune your media targets, then measure and report your success.

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*Trust Marketwire with your EDGAR, SEDAR and UK Regulatory filing needs. Our in-house experts convert your documents into the required formats, send you proof copy, file your documents as appropriate upon approval and then follow up with confirmation notices. We can also provide XBRL services – please contact us for details.*

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It's news,  
not hide  
and seek.



No journalist or shareholder wants to work harder than necessary to get all the facts. Just posting information on your corporate website is like posting a picture of your lost dog only on your front door. It leaves too much to chance and guarantees you're missing an opportunity to fully impact your audience. Always take the next step and send your news over the wire to the right trade, geographic or special interest audiences, so you can be sure it's seen.

## Geographic Distribution

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### US Newslines

Put your news in front of media, financial analysts and online audiences throughout the country and distribute to thousands of newspapers, broadcast outlets, trade publications, websites, financial terminals and databases in all 50 states, as well as direct to The Associated Press. You can target your news by selecting from 12 regional newslines and more than 20 metro areas. All newslines satisfy disclosure requirements. Complete details are available at [Marketwire.com](http://Marketwire.com).

**US National Newline:** Our broadest domestic distribution reaches thousands of media and financial points across the United States. This newsline also includes distribution via the AP Mobile newsfeed to millions of BlackBerry and iPhone users.

**US Regional Newslines:** Your news is distributed throughout the Atlantic Seaboard, Carolinas, East, Midwest, New England, Northeast, Pacific Coast, Pacific Northwest, Rocky Mountain States, Southeast, Southwest or West regions.

**US State Newslines:** Enjoy targeted reach to each individual state, as well as Northern and Southern California and Upstate New York.

**US Metro Newslines:** Distribute your news to any of more than 20 US metro areas, including Atlanta, Boston, Chicago, Cleveland, Dallas/Ft Worth, Denver, Detroit, Houston, Los Angeles, Miami/South Florida, Minneapolis/St Paul, New York City, Orlando, Philadelphia, Phoenix, Sacramento, San Diego, San Francisco/Bay Area, Seattle, Tampa/St Pete, and Washington DC.



### Canada Newslines

From coast-to-coast, our complete range of distribution options reaches media and financial points and ensures you connect with the audiences important to you. Disclosure networks meet regulatory compliance for publicly traded companies in Canada and media networks deliver your news to newspapers, broadcast outlets, news agencies, websites and trade publications in any or all of Canada's provinces and territories. Distribution options for French language news allow for communication in both of Canada's official languages, and Marketwire's Canada Newslines have direct access to The Canadian Press Wire and Photo Networks.

#### Canadian Timely Disclosure Networks:

**Canadian Timely Disclosure:** Our most comprehensive distribution for all Toronto Stock Exchange (TSX) listed companies, this network also includes distribution via the AP Mobile newsfeed to millions of BlackBerry and iPhone users.

**Canadian Enhanced Disclosure:** Your news is delivered to every location in the Canadian Timely Disclosure Network, plus direct delivery to investment industry specialists focused on any one of 20 industry groups.

**TSX Venture Exchange and CNSX Disclosure:** Distribution via these networks meets the

disclosure requirements of companies listed on the TSX Venture Exchange (TSX-V) or the Canadian National Stock Exchange (CNSX).

**French Language Disclosure:** This network is automatically included for French language transmission when the complete Canadian Timely Disclosure Network is ordered and the news release is in both of Canada's official languages.

**North American Disclosure:** Your news is distributed to the US and Canadian Timely Disclosure networks and satisfies disclosure in both Canada and the US.

### XHTML

XHTML – it's a critical feature that preserves the rich-text formatting of your original document such as bold, underline and italic text, bulleted lists, financial tables and other formatting. The result: your press release is more readable and key messages and formatted information stand out. With XHTML tags, downstream media can also read and easily parse the content of the release.

## Geographic Distribution

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### Canada Newlines *(continued)*

#### Canadian Media Networks:

**National Business News Network:** Your news reaches the business and news editors of prominent print and broadcast media, as well as trade and consumer publications. This network focuses exclusively on business and financial news, and includes the major news agencies and broadcast networks.

**National Media Network:** Your news reaches all daily newspapers, all television stations and selected major radio stations in every city in Canada with a population of over 50,000. It also includes the major news agencies and broadcast networks in six smaller cities to offer complete national reach. This network focuses on the requirements of any organization having major non-business announcements of national importance.

**Canadian Specialty Networks:** Your news gains expansive reach to industry-specific

media covering Automotive, Entertainment, Health Care, High Tech, Mining and Sports news.

**Provincial Media Networks:** This network includes comprehensive delivery to media in any or all of Canada's ten provinces and three territories, categorized by media type.

**Major Canadian Cities:** Your news reaches Canada's ten most populous cities and six others to ensure that the urban core of every province is covered: Calgary, Charlottetown, Edmonton, Halifax/Dartmouth, Hamilton, Kitchener-Waterloo, London, Montreal, Ottawa, Quebec City, Regina, Saint John, St John's, Toronto, Vancouver and Winnipeg.

**Canadian Dailies:** News is sent to all daily newspapers in Canada with a circulation of over 10,000.

### Global Newlines

More than ever, you need to reach international audiences and gain visibility in industries that span the world. Take your news across borders and target individual countries, economic regions, industry and financial hot spots and even satisfy full disclosure in many nations. Translation of your press releases is also available to keep your message intact, and news can be optimized for local search engines.

**Complete:** Our most comprehensive global distribution option delivers your news to the US, Canadian Timely Disclosure, Latin America, Europe, Pan Asia and Africa newlines, with translation into French, German, Spanish, Portuguese, Traditional and Simplified Chinese, Japanese and Korean. This newline satisfies full disclosure in the US and Canada.

**Budget:** Distribute to the US, Canadian Business Network, Latin America, Budget Asia and Budget Europe newlines, with translation into Traditional and Simplified Chinese, Spanish and Portuguese. This newline satisfies full disclosure in the US.

**Finance:** Your news is delivered to our US Financial Hot Spots, Canadian Timely Disclosure, Latin America, Affordable Europe and Asia Financial newlines, with translation into Spanish, Portuguese, Traditional and Simplified Chinese, Korean and Japanese. The Global Finance newline satisfies full disclosure in the US and Canada.

**Health Care:** Your health care-related news is sent to our US Health Care Hot Spots, Canadian Health Care Network, Latin America, Affordable Europe, Asia Health and Africa newlines, with translation into Korean, Spanish, Portuguese, Traditional and Simplified Chinese and Japanese. This newline satisfies full disclosure in the US.

**Tech:** Technology-related news is distributed via our US High Tech Hot Spots, Canadian High Tech Network, Latin America, Affordable Europe and Asia Tech newlines, with translation into Spanish, Portuguese, Traditional and Simplified Chinese, Korean and Japanese. The Global Tech newline satisfies full disclosure in the US.

**NAFTA:** This newline sends your news to our US National, Canadian Timely Disclosure and Mexico newlines, with Spanish translation included, and satisfies full disclosure in the US and Canada.

## Geographic Distribution

### Asia

From our comprehensive Pan Asia Newline to individual country reach, Marketwire expertly covers this expansive region and delivers your news to general and business newspapers, magazines, newswires, broadcast outlets, websites and trade media. Distribution is via Asia Release and regional news agency partners that include ISTIC (China), Xinhua Infolink (China), Japan Corporate News, India PR and Thai Business News. Target your news further with specialty circuits dedicated to Automotive, Financial, Sports, Tech and other industries.

**Pan Asia:** A comprehensive distribution option, your news reaches Australia, mainland China, Hong Kong, India, Japan, Macao, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand, Philippines, Vietnam and other regional media. Translation into Traditional and Simplified Chinese, Korean and Japanese is included, as is trade distribution.

**Budget Asia:** Distribute to Australia, mainland China, Hong Kong, India, Japan, Macao, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand, Philippines, Vietnam and other regional media. Translation into Traditional and Simplified Chinese is included and distribution outside of China is in English.

**Greater China:** Your news is sent to media outlets in China, Hong Kong and Taiwan, with translation into Traditional and Simplified Chinese included.

**Pan Asia Media Circuits:** Select industry-focused distribution options for your news and reach Automotive, Energy and Transportation, Entertainment, Financial, Health and Medicine, Japan Financial, News, Sports, Tech, and Travel and Tourism media across the Pan Asian region.

**Asia Features:** Your special interest and holiday/seasonal releases are sent to features, lifestyle and entertainment editors at newspapers, broadcast outlets and magazines across Asia, including Australia, mainland China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, Taiwan and Thailand. Translation into Traditional and Simplified Chinese, Korean and Japanese is included.

**Japan Financial:** This newline delivers your release to business and financial newspapers, magazines, newswires, broadcast and websites throughout Japan. It features Bloomberg Japan, Reuters Japan, Thomson ONE Japan and QUICK terminals. Translation into Japanese is included.

**Individual Country Circuits:** Select from distribution to Australia, Australia and New Zealand, China, Hong Kong, Indonesia, Japan, Malaysia\*, New Zealand\*, Pakistan\*, Philippines\*, Singapore\*, South Korea, Thailand, Taiwan and Vietnam. Translation into the local language is included, except where noted by an asterisk.

**India Circuits:** Target your news by industry by selecting India News, India Tech, India Entertainment and India Finance. Translation into Hindi is included.

### Europe

Marketwire offers an array of distribution options to reach more than 40 European countries and over 4,800 media points across Eastern, Western and Central Europe, including a broad network of government press offices, centralized news agency networks and newspaper bureaus.

**All Europe:** Get the broadest European coverage, spanning more than 30 nations from West to East, with distribution that reaches all countries listed under our Eastern Europe and Western Europe newlines.

**European Financial News:** Targeting key financial press in 30 different countries, this newline includes translation and distribution in English, French and German.

**Affordable Europe:** Your news reaches Albania, Austria, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Moldova, Netherlands, Norway, Poland, Portugal, Republic of Ireland, Romania, Russian Federation, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, and the United Kingdom. Distribution is in English only.



### Break from the pack.



Scheduling your news to disseminate at the exact time as hundreds of others runs the risk of your message getting lost in the crowd. Choose a different day and time. For example, rather than distributing on the hour, do it 10 minutes past the hour. Make it a habit and journalists and analysts will follow you.

## Geographic Distribution

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### Europe *(continued)*

**Budget Europe:** Your news is distributed to The Press Association Network in the countries listed under Affordable Europe, with the exception of Macedonia and Moldova. Distribution is in English only.

**Western Europe:** Your news reaches Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Greece, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Netherlands, Norway, Portugal, Sweden, Spain, and Switzerland. Translation into German, French and Spanish is included.

**German Language Media:** Your news is distributed to the DACH Region (Germany, Austria and Switzerland) and includes translation into German.

**Scandinavia Pack:** Distribution of your news is in English only, and to major media in Denmark, Norway, Finland and Sweden.

**Individual Country Circuits – Western Europe:** Your news reaches Austria, Belgium, Denmark, Finland, France, Germany, Ireland\*,

Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK\*, UK/Ireland\* or Wales\*. Distribution includes translation into the local language, except where noted by an asterisk.

**European / UK Trade Media Add-Ons:** Your news can be distributed to trade media categories including Aerospace and Defense, Energy, Pharmaceutical and Biotechnology, Technology and more.

**Eastern Europe:** Comprehensive distribution means your news reaches Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, and the Ukraine. Translation into Czech, Hungarian, Polish, Russian, Slovak and Slovenian is included.

**Individual Country Circuits – Eastern Europe:** Choose to distribute your news to Cyprus, Czech Republic, Estonia, Greece, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, and Turkey.



### Middle East/Africa

Send your press releases to the editorial systems of leading newspapers, magazines, newswires, websites and broadcast outlets across the Middle East, Gulf Region and Africa. Translation is based on the region you select.

**All Africa:** Reach newspapers, TV and radio stations, news agencies, websites and trade publications across all of Africa, from Egypt to South Africa, and from Mauritania to Somalia. Release is distributed in English.

**Full Middle East:** Your news reaches Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria and the United Arab Emirates, with translation into Arabic.

**Gulf Region Circuits:** Each targeted trade circuit in the Gulf region includes translation into Arabic and distribution to trades, newspapers, and websites in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE. Circuits include: Gulf Region Entertainment, Gulf Region Finance, Gulf Region News and Gulf Region Tech.

**Israel:** The Israel circuit sends your release to general and business newspapers, magazines, newswires, websites and broadcast media throughout Israel. Full translation into Hebrew is included. Distribution via Asia Release and news distribution network Noy Tikshoret is also included.

**Morocco:** Distribute your English-only news to major media, dailies, broadcast outlets and trade publications in Morocco.

**South Africa:** Marketwire has partnered with the South African Press Association (SAPA), South Africa's national news agency, to send the full-text of each press release, in English only, into the editorial systems of leading newspapers, broadcast outlets and websites throughout South Africa and the subcontinent.



## Geographic Distribution

### Latin America and North America Hispanic

Target the entire Latin America Region or North America's growing base of Hispanic media. Like all our global newswires, you can distribute your press release to individual countries, across economic regions or key industries.

**Latin America Completo:** Enjoy comprehensive distribution of your news to Argentina, Brazil, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela. This newswire includes translation into Spanish and Portuguese.

**Spanish Latin America:** Distribute to Latin America Completo (excluding Brazil) with translation into Spanish.

**Central America:** Reach Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama with your press releases. Distribution includes translation into Spanish.

**Andean Pack:** Your news is distributed to Bolivia, Colombia, Ecuador, Peru and Venezuela, with translation into Spanish.

**Mercosur:** Distribute to all countries that are part of the Mercosur Free Trade Agreement (also known as the Southern Cone Common Market). Releases are translated into Spanish and Portuguese and distributed to Argentina, Bolivia, Brazil, Chile, Paraguay and Uruguay.

**Individual Countries:** Distribute your news to Argentina, Belize, Bolivia, Brazil, the Caribbean, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela, and includes translation into the country's national language.

**Latin Trade Media Add-Ons (English Only):** Choose to vertically align your news with trade media distribution to categories such as Banking/Finance, Energy/Natural Resources, Health/Biotech, Technology/Telecom, Travel/Hospitality and more.

**North America Hispanic:** Reach Marketwire's distribution points plus EFE's network of hundreds of Spanish language and Hispanic targeted media throughout North America. Releases are translated into Spanish and delivered electronically to radio and television stations, newspapers, business journals, consumer and trade magazines, targeted newsletters and special interests, and top Hispanic websites.

**US Hispanic:** Reach Hispanic media outlets, Spanish-language websites and financial databases across the US and Puerto Rico, with guaranteed posting on more than 40 leading Spanish-language websites and on the NoticiasDigitales network. Translation into Spanish is included.

**Hispanic Top Metro Markets:** Your news reaches top US Hispanic metro markets (DMAs), with guaranteed posting on more than 40 leading Spanish-language websites and on the NoticiasDigitales network. Translation into Spanish is included.

**NoticiasDigitales:** Distribute Spanish language press releases through any of Marketwire's Latin America and North America Hispanic newswires and receive placement to more than 100 leading Latin American newspapers, financial and economic news and media websites and portals.



### Speak globally.

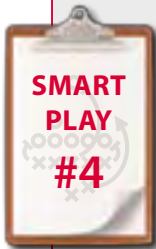
Translation is an art. There's more to communicating clearly in another culture than replacing text. Idioms and clichés that speak to English audiences often don't say the same thing once they've been

translated into other languages. Stick to clear, understandable facts. And don't just count on a word-for-word translation to get your message across.



## As seen on Google.

While millions of people tune out traditional media outlets, they increasingly turn to RSS feeds like Google™ Alerts to get their news fix. That means your press release travels straight to the email inboxes of your customers and prospects. Make sure your message is credible, readable and integrated with your larger marketing efforts. Craft a headline that gets your point across simply and makes sense to search engines – and keep in mind that only the first 60 to 70 characters will appear in the alerts.



## Trade Distribution

Aligning your news with trade media is an effective way to put your messages in front of targeted, highly-interested audiences. From automotive to health care, software to the environment, Marketwire knows the value of vertical reach. In addition to your selected geographic distribution, our vertical industry lists make it easy for you to reach trade reporters who keep a vigilant eye on company news, product launches, major contracts and other industry developments.

## Specialty Markets

It's more important than ever to put your news in front of the right audiences. Marketwire's specialty market distribution lets you reach dozens of highly-targeted and niche segments, from collegiate populations to sports hot spots to Capitol Hill. We do all the hard work, so you can connect to your audience with the greatest impact.

### Collegiate Presswire

Address the campus crowd through more than 1,500 college and university newspapers in the US and Canada. Enjoy further syndication by leading content aggregators COMTEX and NewsBank to a network of topic-specific and general interest websites. Options include Collegiate Presswire North America, US, Canada, Summer Circuit and Radiowire US.

### Corporate Social Responsibility/ CSRwire® PLUS

Promote news related to ethics, corporate governance, philanthropy, diversity, the environment, workplace issues, human rights and community development. Send news through the CSRwire syndication network, news alerts, CSRwire.com, RSS feeds, news aggregators and search engines reaching nearly 500,000 special interest groups, professionals and thought leaders, as well as Marketwire's exclusive circuit of hundreds of targeted media outlets.

### Features Newline

Reach feature editors at newspapers, broadcast outlets and magazines across North America, as well as targeted trade publications and websites. Our Features Package aligns with editorial calendars and Daily Features provides distribution at a specific time each day. Our full features calendar is available on Marketwire.com.

### Hot Spots

Target trades, major media, key financial websites and databases for Automotive, Biotech, Energy, Entertainment, Financial, Health Care, High Tech, Mining and Sports markets. Available for the US and North America.

### US Specialty/Ethnic Newlines

Target your news to niche markets including African American, GLBT (Gay, Lesbian, Bisexual, Transgender), Legal Announcements, US Asian Wire and Washington DC (Capitol Hill, Public Policy).

## Custom Distribution

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Sometimes, you need to submit your news just the right way, and to just the right people. It's easy to send individual emails or faxes to your own lists of journalists, analysts and stakeholders. Your messages will have the appearance of coming directly from you and be personalized for each recipient. We can even assist in creating a letterhead for your communications and store it on our system.

## Translation Services

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Today's news knows no geographic limits, and is restricted by no borders. But it's not enough to simply distribute your news around the world – you need to be sure it is understood when it reaches its destination. With Marketwire's expert translation services, you know that your message will hold its meaning. We can arrange translation of your news into any language. Contact us for complete details.



Create your own news.

Create surveys that matter to your audience, post the results online and start a conversation. Use releases to drive traffic and provide a hook for media to spread the word.

## S U C C E S S S T O R I E S



**MobileSphere** leveraged Marketwire's Social Media 2.0 press release to reach traditional and online media for a high-profile product launch. The news pick-up spanned online and print media and led to TV exposure on major morning news and evening broadcasts. SEO capabilities directed traffic to the company's website, and now the product has over 250,000 users. The result: MobileSphere discovered how news today can drive media coverage and online traffic – with stellar results on both fronts.

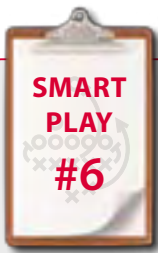
# Social Media 2.0

The Web is a powerful communication tool – if you know how to harness it. Millions of people now gather and interact online, track news and make their own. With Marketwire's Social Media 2.0, you can put bloggers, citizen journalists and your customers to work spreading the word about you.

From simple steps such as making releases blog- and search engine-friendly to encouraging interactive conversation in your own online newsroom, our social media tools give your news legs on the Web. We even provide the ability to click on an image and view a larger version – perfect for bloggers to post on their sites. And if you're new to things Web 2.0, Marketwire makes it easy for you to make social media part of your overall communication strategy. We provide access to these new channels, insight into what grabs users' attention and smart ways to reach traditional and social media with one powerhouse campaign.

## Complimentary Social Media Tags

Distribute your press releases via any Marketwire domestic circuit, and make them social media-friendly for no charge. Just input keywords, and we'll make sure your press release is properly tagged. That way, your news will stand out to readers interested in the categories you've listed.



Spark real interest.

Don't just create a corporate page on Facebook® or a company channel on YouTube®. Develop a cause, ignite passion and incite users to weigh in. Then turn a press release into a social media catalyst. Drive traffic to your site, showcase your progress, build a community and keep it informed. Social media creates new opportunities to engage your audience and build meaningful relationships.

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SOURCE: Marketwire

**marketwire**  
**Marketwire and Its Clients Join Together to Make a Difference in 2008**  
**Newswire's Charity Initiative Offers Opportunity for Companies to "Do Something Good for Their Business and for The World"**

Listen to the Audio Summary Headline

TORONTO—(Marketwire - February 01, 2008) - Marketwire, a full-service newswire and communications solutions provider, offers its clients the opportunity to take advantage of an innovative promotion during February – Black History Month – to extend the reach of their news and help a nonprofit organization. When a Marketwire client sends a press release to the newswire's African-American, Hispanic, US Asian Wire or US Hispanic circuit throughout February, Marketwire will also distribute the news to its Ethnic & Aboriginal Canada media list for free.

The promotion is part of Marketwire's innovative **Charity Calendar** initiative that offers companies an opportunity to "Do Something Good for Their Business and for the World." The inaugural calendar invites Marketwire clients to take advantage of this and other monthly service offers, and in so doing, Marketwire makes a donation in their name to their choice of six participating charitable organizations: Concern Worldwide U.S., Doctors Without Borders, Médécins Sans Frontières, National Fish and Wildlife Foundation, Ocean Futures Society, Opportunity International or World Education.

Marketwire's **African-American newswire** reaches more than 700 targeted trade outlets, while US Asian Wire delivers news to over 375 targeted trade outlets. The organization's newly expanded **North America Hispanic newswire** reaches more than 4,000 targeted media outlets in the US and more than 300 publishers in Mexico. The **Ethnic & Aboriginal Canada media list** reaches more than 280 English and French print and broadcast media outlets. This comprehensive media distribution also reaches Afro-Caribbean, Asian, Eastern European, Western European, Middle East and Latin American audiences throughout Canada.

"Ethnic populations across North America are growing at unprecedented rates along with their influence and spending power," said Jessica Strong, executive director of media relations, Marketwire. "It's important that our clients be able to reach the media and ultimately the audiences best suited to their news, and our comprehensive distribution options provide targeted reach into these specific market segments."

- African-American buying power, \$761 billion in 2005, is expected to reach \$1 trillion in 2010. The census bureau projects that by 2035 there will be more than 50 million African Americans in the US, comprising 14.3 percent of the population.
- Hispanic buying power, \$736 billion in 2005, is expected to reach \$1.087 billion in 2010. Hispanics represented 12.5 percent of the US population in 2000, yet from 2000 to 2005, this group contributed 49 percent of all the population growth in the country.
- Asian-American buying power, \$397 billion in 2005, is expected to reach \$578 billion in 2010. Overall, the Asian-American population grew 48% between 1990 and 2000, more than four times the growth rate of the US population. Over the next five years, the number of Asian Americans will grow by 27% to 14 million, a rate far faster than the population as a whole.

Statistics from: Selig Center for Economic Growth, Witbeck-Combs and www.ethnicusa.com, the US Census Bureau, Magazine Publishers of America and Madripio Corporation.

Marketwire clients may take advantage of this special offer and select a charitable organization to which Marketwire will make a donation in their name by visiting [www.marketwire.com/donate](http://www.marketwire.com/donate). Marketwire, on behalf of its participating clients, will contribute up to \$60,000 (USD) to the participating charitable organizations by the end of 2008.

To receive a 2008 Marketwire Charity Calendar (quantities limited) or for more information on any of Marketwire's communication and news distribution solutions, please call 800-774-9472 (US), 888-299-0338 (Canada) or 44-20-7562-6550 (UK).

About Marketwire

The only fully integrated North America-based global newswire, Marketwire, Inc. is a full-service partner to IR, PR and MarCom professionals seeking top-tier news distribution, media management, multimedia and monitoring solutions. Marketwire's customer-centric corporate philosophy focuses on being the best by infusing every aspect of its business with the following core attributes: precision, adaptability, innovation and simplicity.

Marketwire delivers its clients' news to the world's media and financial communities, fulfilling disclosure requirements in North America in compliance with the Securities and Exchange Commission (SEC) and the Toronto Stock Exchange (TSX), and serving as Primary Information Provider (PIP) with the UK's Financial Services Authority (FSA). With a reputation for technology leadership, Marketwire offers innovative products and services – including Social Media, Search Engine Optimization, Dashboard Mobile Financial, News Dashboard coverage reports, exclusive access to newswires such as the Canadian Press Wire Network, Easy IR and Easy PR workflow solutions, and more – that help communication professionals maximize their effectiveness while ensuring accuracy and best practices. Marketwire is now majority-owned by **OHRS Capital Partners**, the private equity arm of one of Canada's largest pension funds. Marketwire serves more than 8,000 clients worldwide through 17 offices on four continents. For more information, visit us at [www.marketwire.com](http://www.marketwire.com).

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Technorati: [newswire](#) [corporate social responsibility](#) [PR](#) [news distribution](#) [charity](#) [holiday donations](#)

## Marketwire's Social Media 2.0 Press Release

Create an audio headline that rolls into podcast summaries available to 70 million Apple iTunes® users.

Bring your news to life with embedded video, photos, graphics and audio. Photos reach up to 35 million Photobucket® users, and videos are exposed to more than 100 million viewers on YouTube.

Include live links to any website. Every release today should include a destination.

Select from nearly 50 social media bookmarks and tags to tap into social directories.

See what people are saying about your news release on Technorati™ and Digg™.

Let users email, print, add to their RSS feed and more – directly from your release.

Link directly to your online newsroom, included in Social Media 2.0 Enhanced. Use it not only to simply report the news, but also to generate interest and conversation in issues your audience cares about.

Engage readers and invite two-way conversation; comments appear in your online newsroom, where you can respond to and monitor feedback.

Improve navigation to your site with keyword clouds illustrating relevant topics.

Promote your website and encourage visitors to click through.

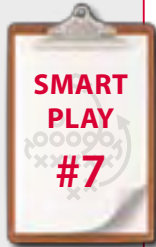
## Social Media 2.0 Key Features

	Online Basic	Online Enhanced	US Basic	US Enhanced	North America Basic	North America Enhanced
Access to up to 1,000 rich media-capable websites	✓	✓	✓	✓	✓	✓
Distribution to more than 1,200 geographically targeted websites	✓	✓	✓	✓	✓	✓
Distribution to the Pheedo™ blog ad network	✓	✓	✓	✓	✓	✓
Access to more than 200 million people via Apple iTunes, Second Life®, YouTube, Twitter™ and many other social sites	✓	✓	✓	✓	✓	✓
Up to 50 social media bookmarking and tagging options	✓	✓	✓	✓	✓	✓
Real-time, in-release performance stats and trackbacks of who has republished your release	✓	✓	✓	✓	✓	✓
Digg and Technorati feedback	✓	✓	✓	✓	✓	✓
Images, audio and video	✓	✓	✓	✓	✓	✓
User-interaction features such as email a friend, a printer-friendly version, website thumbnails and keyword cloud navigation	✓	✓	✓	✓	✓	✓
Company RSS Feed	✓	✓	✓	✓	✓	✓
Permalink URLs to simplify copying, bookmarking and sharing web page addresses	✓	✓	✓	✓	✓	✓
Distribution via AP Mobile newsfeed to millions of BlackBerry and iPhone users	✓	✓	✓	✓	✓	✓
Access to online and traditional media audiences			✓	✓	✓	✓
News by industry trade category			✓	✓	✓	✓
Distribution to thousands of North American newspapers, broadcast outlets, newswires, websites, financial terminals and online databases through The Associated Press and The Canadian Press			✓	✓	✓	✓
Meets US financial disclosure			✓	✓	✓	✓
Meets Canadian financial disclosure					✓	✓
Distribution to thousands of US newspapers, broadcast outlets, newswires, websites, financial terminals and databases through The Associated Press			✓	✓		
Audio summary headlines with your choice of male or female talent, included in category podcasts available through Apple iTunes		✓		✓		✓
In-release comment boxes to facilitate two-way communication		✓		✓		✓
Social media newsroom for receiving and responding to reader feedback and adding multimedia, executive information and a contact form		✓		✓		✓

## SEO: Search Engine Optimization

### Get found online.

Write your headlines with search engines in mind. Include words and phrases your audience might type into Google, instead of trying to be too clever – puns won't raise your rankings. Avoid unnatural phrasing and corporate speak – remember, you want keywords and phrases to sound natural, and fit with the flow of how people search.



Boost your online visibility with Marketwire's SEO Enhanced service by automating search engine optimization (SEO) processes for every release you post. Live links allow you to reference web pages using search terms (keywords and phrases) which, at a click of a mouse, can direct people to any web address you choose. Live links that include keywords create user-friendly links that encourage greater click-throughs. These links can increase traffic to your site and also train search engines to associate key ideas and words with your company, brand, service, product, event or other important elements of your business. Our expert client services team can work with you to develop a hardworking keyword strategy. Best of all, it's simple. You don't need to be tech savvy to optimize your news.

### Quick Tips for Keyword Success

- Use keywords that represent your company, executives, brands, services, products, events, geographic locations or stock (ticker) symbol.
- Make sure the keywords you pick show up throughout the release.
- Place keywords in positions of prominence within your press releases. The title/headline, sub headline, first paragraph and hyperlink text are ideal locations.
- Include keywords in the text that describe your images and videos to increase your visibility in blended/universal search.
- Keep headlines between 10 and 110 characters, and remember that only the first 60 to 70 characters will be displayed in search engine results pages.
- Write keyword-rich headlines that also attract the reader's attention to encourage the reader to click through to the article.



## SEO helps searchers find you.

**N**inety-eight percent of journalists use the Web daily as part of their search for news, according to a Middleberg/Ross survey, while 81 percent use search engines. And 65 percent of B2B purchasers use search engines in their awareness phase, reveals Enquiro Search Marketing. While keyword advertising can land you the coveted page-one spot, nearly 100 percent of consumer and business searchers still prefer organic results, according to a Marketing Sherpa report.

So how can you elevate your visibility and score higher with Google, Yahoo!® and other search engines? There's hardly a quicker, more effective way than to optimize your release with keywords.

SEO Enhanced can help push your release and website to the top of a user's search results. We can help you choose, analyze and place the right keywords, priming your release to be more relevant to Web crawlers and news aggregators.

Press releases now occupy a place in search engines' top ten lists. Optimized press releases encourage click-throughs. And with Marketwire's fully HTML-based solution, your links remain live when your release is republished downstream, helping drive traffic back to your site.

## S U C C E S S S T O R I E S



Web architects and builders **Webnet Chicago** wanted to boost the search engine rankings for its clients and banked on Marketwire's SEO capabilities.

The company issued a press release to promote a technology client, highlighting strategic keywords that the client regularly uses. The result: the client's rankings on Google and Yahoo! soared to the top, even beating out its number-one competitor on its most valuable search term. With 14 years of experience optimizing websites, this is the fastest rise Webnet Chicago has ever seen.

Grab the attention of editors and consumers with images, video, sound bytes and more.

**A**s more people venture online for news, press releases are increasingly viewed as published stories. So like any editor, you want your story to pop with photos, video and internet links. Marketwire offers a wide range of affordable options to let you interact

with your audience and score points with visually compelling, multi-dimensional stories. Incorporate attention-grabbing photos and video to lend credibility to your messages and make your story jump off the virtual page.

## Photo Options

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Help tell your story with pictures, generate interest in your news and get in front of a global audience by distributing your photos to top consumer and news sites worldwide.

- US Photo Distribution is over AP PhotoExpress, the NewsCom Network and/or the AP Publicity Photo Gallery.
- Canadian Photo Distribution is over The Canadian Press Photo Network
- European Photo Distribution is over The European Pressphoto Agency
- Global Photo Distribution is to the points listed in the US, Canadian and European distribution options

## Embedded Video

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Bring your press release to life with sound, movement and action. More than just a link, embedded video provides a new channel by which audiences can reach you. Simply upload your video when you submit your release, and Marketwire will have it hosted on YouTube, where up to 100 million viewers have access to your clip. Anyone reading your news will be able to view the full video without clicking away from your release. In addition to YouTube, your video will be accessible on other video portals such as Yahoo! Video.

## Conference Calling

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Whether it's a global investor relations call or a focused sales presentation, trust Marketwire to manage every detail. A pre-call consultation is included to ensure your success. Then dedicated operators greet call participants, monitor the call for sound quality and manage your question and answer session.

Conference calling is tightly integrated with our suite of investor relations services to provide everything you need – digital playback, phone line reservations, participant lists, call transcripts, digital record in your preferred format, telephone accessible call archives, and even auto-publishing of call details on your IR site.

## Multimedia Impact

It used to be the industry standard that a press release teed up a story, but the media produced it – they converted ASCII text into an artfully designed spread, and you hoped your audience subscribed to the publications you were pitching.

With today's multimedia capabilities, you have a fresh opportunity to reach your customers directly. Are you opening a retail store? Couple your press release with a video tour. Launching a new product? Include a photo or multimedia demo – this can also help you appear in the top 10 search engine results. Multimedia content also helps journalists and bloggers drive interest in the content they post.

Use your news to take your audience deeper into your story and engage them one-on-one.



## Webcasting

Whether it's a quarterly earnings conference call, annual general meeting or a special event, combining your news release and webcast ensures powerful, effective communication. This makes them valuable tools for full disclosure of material information by public companies. Marketwire handles every detail, including directing people to your webcast and posting presentations for later viewing.

Your webcast can include:

- Professional consultation
- Unlimited number of participants
- 90-day archive
- Traffic reports and confirmations
- Nationally distributed Webcast Alerts
- Production support and choice of format
- Vanity URL
- And more

## People are watching.

Often, a video will win out over a paragraph of text – especially with consumers and bloggers.

Be sure to give your multimedia assets the broadest play possible with content-rich releases. And spread your story across video sharing sites, reaching more than 100 million on YouTube alone. Bloggers and journalists can also embed the videos on their own sites.



## S U C C E S S S T O R I E S

Can your website traffic jump 150,000 percent in just days? It can when you craft smart press releases that link to landing pages or campaign microsites.

**Envizons Computer Entertainment Corporation** turned its news opportunities into online game console orders and product sample requests. In the wake of just two releases, more than 600,000 visitors hit its website – a major jump from a daily average of 4,000.



# Media Management

Access up-to-the-minute media data and reach the right people with your messages.

In the media world, the players are constantly in motion and outlets are constantly evolving. Industry trades are launching micro-publications and video channels. Major newspapers are shifting online while print columnists remake their careers in the blogosphere.

Things are changing fast, but Marketwire helps you keep pace.

Our media management services make managing contacts easy and provide more opportunities to find the reporters and outlets for your story. The difference is in our dedicated teams of researchers and professional client services representatives who improve your stats by keeping global media data current, providing training, and helping you tap into emerging channels you may not have considered before.

## Invite media in.

Publishers' jobs are changing. They need more content, on more topics. They're launching new channels to connect to their readers – from blogs to e-zines to video series. Instead of assuming that you know what they're looking for, reach out and ask. You might be surprised at how you can help one another out.



## Mediahub Intuitive Search



Search 600,000 media contacts and 300,000 editorial opportunities across North America, Europe, the UK, Latin America and Asia.



Filter by geography, media type, ethnicity, language, subject focus, target audience, demographics and more – down to the most specific level possible.

## Mediahub: Online Media Management

Intuitive and uncomplicated, Mediahub helps you target the right recipients for your messages and increases the likelihood that your communications will make an impact. Extensive contacts and editorial opportunities mean targeted lists and pinpoint accuracy, and the ability to manage your own private contacts makes it easy to build the perfect list every time. Mediahub includes complete CRM functions, helping you and your team to save time and stay in touch by sharing notes, interactions and campaign results. What's more, sending your press release is seamless – simply attach and distribute with a click.

Best of all, our global research team updates Mediahub's proprietary data every day, so all contacts – including those in your saved lists – are automatically kept up-to-date.

And because Mediahub knows how reporters want to receive news, you can rest assured that you're sending the right message to the right audience the right way.

## Custom Media Lists

Create your own targeted lists from Marketwire's extensive Mediahub database or get help creating a custom media list that matches your specific distribution goals. Marketwire's knowledgeable media professionals can help you hone the best list for your messages.



Name	Title	Company	Phone	Email	Website
John Doe	CEO	ABC Corp	555-123-4567	john.doe@abc.com	www.abc.com
Jane Smith	Marketing Director	XYZ Inc	555-987-6543	jane.smith@xyz.com	www.xyz.com
Bob Johnson	VP Sales	DEF LLC	555-234-5678	bob.johnson@def.com	www.def.com
Alice Brown	Product Manager	GHI Corp	555-345-6789	alice.brown@ghi.com	www.ghi.com
Charlie Davis	Operations Manager	JKL Inc	555-456-7890	charlie.davis@jkl.com	www.jkl.com
Diana Evans	HR Director	MNO LLC	555-567-8901	diana.evans@mno.com	www.mno.com
Frank Green	Finance Director	PQR Corp	555-678-9012	frank.green@pqr.com	www.pqr.com
Grace Hill	Legal Counsel	STU Inc	555-789-0123	grace.hill@stu.com	www.stu.com
Henry King	IT Director	VWX LLC	555-890-1234	henry.king@vwx.com	www.vwx.com
Ivy Lee	Operations Director	YZA Corp	555-901-2345	ivy.lee@yza.com	www.yza.com
Jack Miller	Marketing Director	BCD Inc	555-012-3456	jack.miller@bcd.com	www.bcd.com
Karen Wilson	Product Manager	EFG LLC	555-123-4567	karen.wilson@efg.com	www.efg.com
Liam White	Operations Manager	HJK Corp	555-234-5678	liam.white@hjk.com	www.hjk.com
Mia Black	HR Director	LKM Inc	555-345-6789	mia.black@lkm.com	www.lkm.com
Noah Gray	Finance Director	NOP LLC	555-456-7890	noah.gray@nop.com	www.nop.com
Olivia Blue	Legal Counsel	QRS Corp	555-567-8901	olivia.blue@qrs.com	www.qrs.com
Peter Red	IT Director	TUV Inc	555-678-9012	peter.red@tuv.com	www.tuv.com
Quinn Purple	Operations Director	WXY LLC	555-789-0123	quinn.purple@wxy.com	www.wxy.com
Sam Yellow	Marketing Director	ZAB Corp	555-890-1234	sam.yellow@zab.com	www.zab.com
Sarah Pink	Product Manager	BCD Inc	555-901-2345	sarah.pink@bcd.com	www.bcd.com
Tom Green	Operations Manager	EFG LLC	555-012-3456	tom.green@efg.com	www.efg.com
Uma Blue	HR Director	HJK Corp	555-123-4567	uma.blue@hjk.com	www.hjk.com
Victor Red	Finance Director	LKM Inc	555-234-5678	victor.red@lkm.com	www.lkm.com
Wendy Purple	Legal Counsel	NOP LLC	555-345-6789	wendy.purple@nop.com	www.nop.com
Xavier Yellow	IT Director	QRS Corp	555-456-7890	xavier.yellow@qrs.com	www.qrs.com
Yara Pink	Operations Director	TUV Inc	555-567-8901	yara.pink@tuv.com	www.tuv.com
Zoe Green	Marketing Director	WXY LLC	555-678-9012	zoe.green@wxy.com	www.wxy.com

Search editorial calendars with ease and identify outreach opportunities. Detailed information helps you know who to pitch, and when.

## Tweet.

Use Twitter or other social media tools to establish yourself as a trusted voice on industry issues. Regularly post thoughts, facts, article links, book reviews – you name it. Listen for trends and story ideas, connect with influencers, and keep an eye on what drives your community.



# Monitoring

Know what's being said about your organization and keep on top of what's important to you.

**Y**ou know it's critical to stay on top of what's being said in media outlets, blogs and websites, but you just don't have the bandwidth to tackle the massive volume of global news being published every day. Fortunately, you don't have to. Marketwire makes monitoring automatic – so you can enjoy a comprehensive view of industry and breaking news, as well as the impact of your own releases.

Monitoring is a strategic tool to track offline and online conversations and stay in the thick of the exchange as it develops. Jump in with your perspective. Take immediate action on an issue related to your company. Provide a new angle to media. Measure the strength of your competitor's PR voice.

## News Dashboard: Complimentary Clip Reporting



When you send a release with Marketwire, we provide a detailed report of where it's been republished, as well as distribution profiles by publication date and geography and links to your news as it appears on leading websites. You can continue to check in with this free version of News Dashboard over the next few days following distribution of your release to see how your messages were received.

## Bloggers are the new journalists.



Identify the most influential voices on your issues and involve them in your media plan – just like you approach media. Read them regularly, so you know what they're about. Consider offering

a key blogger an exclusive to get your story picked up. Bloggers can bring you into the larger conversation buzzing constantly online. Make it easy for bloggers to share your news by including multimedia elements such as photos and videos that can enhance their blog postings and increase the reach of your messages on search engines.

## News Dashboard Monitoring

What's the market saying? Capture media and market buzz from hundreds of thousands of online news sources and blogs. With our subscription-based monitoring solution, you simply enter your preferred keywords and News Dashboard Monitoring scours a wide range of online sources for mentions of your organization, clients, brands, ticker symbols, competitors, partners, industry and more.

News Dashboard monitors:

- 25,000 Major wires, television and radio stations, daily and weekly newspapers, trade journals and magazines from 107 countries
- 7,000 US, EU and state government sources
- 4,000 Policy sources, including think tanks, trade associations and advocacy groups
- 370,000 Pre-screened blogs, including those focused on news and industry sectors

News Dashboard Monitoring subscriptions are available in 6- and 12-month terms, and vary by number of registered users, keywords tracked and the duration of the clip archive. Contact your Marketwire client services representative for complete details and a product demonstration.



Get help when you need it.

What words do you choose? Review your release for key ideas and determine what you are trying to communicate to your target audience. Then, research keywords around those topics using tools such as Google Insights for Search, Google Adwords Keyword Tool, or Alexa. Check with your internal website experts. They've often done the homework. Don't lean on just one resource.

### News Dashboard Monitoring Daily Clip Summary

- Get unlimited clips – no per-clip charges, no minimums and no maximum.
- Choose the keywords you want searched and change them at any time.
- See results in dynamic graphs, making data easy to understand.
- Customize your reports to illustrate the data most important to you.
- Add a logo to custom brand your News Dashboard reports and emails.
- Easily export clips into PDF, RSS, Excel or email.
- Add comments, notes and your own keyword tags.
- Click through to the News Dashboard Monitoring online portal for real-time updates.



## Market News Monitoring / Hot Off the Wire

Receive news by email the moment it crosses the wire. Simply visit Marketwire.com to select the industries and organizations that interest you and set your delivery criteria. This free service – the first of its kind – delivers breaking news releases automatically to keep you in the know.

### Send them somewhere.

**SMART  
PLAY  
#13**

They've read your news – so now what? Include an action phrase coupled with a destination link in every release. Use your news as a hook to drive people to a landing page where they can go deeper into the details or join an online conversation. A destination for your news creates another way to measure your impact.

## RSS Feeds

Embrace the power of push, and spread your news via RSS. Make your news available to millions of mobile and online viewers. Our press releases feed popular RSS news and content aggregators like MyYahoo!, Topix and Newsvine – tools that millions of people trust as their primary news source. You can also get updates throughout the day on the industries and topics that interest you. Marketwire provides free RSS feeds for breaking news as well as nearly 200 targeted subjects. Simply visit Marketwire.com to subscribe.

## Personal Beat

Just for journalists. Get the latest news from the companies and industries you follow. Choose from more than 140 industry and special-interest categories to receive breaking news, feature stories, earnings and financial announcements, media advisories, new product and personnel announcements, and many other types of information from thousands of global companies. Simply log on to [www.personalbeat.com](http://www.personalbeat.com), choose your subject, and select how and when you want to receive your news: individual email, daily email newsletter, or RSS feed. You can even create multiple profiles that filter releases by geography, industry, keywords, company name and/or ticker symbol.



Personal Beat, our journalist-only portal, is just one of the many news services Marketwire offers, tailored to meet each individual's needs.

S U C C E S S S T O R I E S

**As Maine Employers' Mutual Insurance Company**

(MEMIC) began to grow its profile in the US, it sought easy, cost-effective solutions for promotion and distribution of their press releases to unfamiliar media markets across the country. Mediahub was their tool of choice and today it continues to provide MEMIC with an integrated means to scout for media contacts and send press releases with the click of a button. Marketwire's client services team helped MEMIC ramp up quickly, expanding its capabilities and proficiency with the latest tools of the trade.



# Complete Workflow Solutions

## Self-publish and manage your own online newsroom.

**M**edia aren't looking for just your press releases, but for photos, case studies, white papers – anything that informs their stories and makes them come to life. Investors want to stay current on your financial news and view archived statements and presentations on your website. With Marketwire, you can easily self-publish a PR or IR microsite to provide corporate information to

shareholders, journalists and other interested audiences. Marketwire's solutions are specifically designed to support your communications from strategy through the final buzzer. Best of all, our systems make maintaining your information as easy as posting photos online, and our client services team is ready to assist you 24 hours a day, every day.

### Easy Suite for PR

Press kits. News releases. White papers. Event calendars. Photo galleries. Somebody always needs something – and they need it now. With Easy Suite for PR, accessing that information is much more convenient for the media and consumers interested in your company and upkeep for you and your internal teams is hassle-free. It is a full-featured microsite that can scale from an easy-to-use newsroom to a multimedia destination complete with an event calendar, image gallery and email broadcasting capabilities.

### Easy Suite for IR

Marketwire's Easy Suite is a comprehensive investor relations workflow solution and IR web presence that integrates seamlessly with your corporate website. It can provide everything investors expect – stock quotes, stock charts, a real-time pressroom, event calendar, traffic reports, corporate governance, webcast support and much more.



SEACOR Holdings Inc., like many clients, trusts Marketwire to help facilitate communication with their stakeholders using the Easy Suite solution.

Don't go quiet.

**SMART  
PLAY  
#14**

Even in challenging times, a steady flow of communication shows that you have nothing to hide and continues to forge the strong relationships you've built with your stakeholders and customers. Illustrate how you're addressing situations as they arise to keep rumors and fear at bay.



## Create your own playbook.

As you develop and refine your own winning game plan, look to Marketwire. We'll help you put the right strategies and plays into action, using your communications to give you a decided advantage over the competition.





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New York

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