



Membership Privileges

This way to all the privileges of membership

At PR Newswire and MultiVu™, you're not a number. You're not anonymous. You're not even a client. You are a member of an organization, and, as you may perhaps have heard, membership does have privileges.

PR Newswire Membership

Membership \$195 per year

As an exclusive member, you can expect superior services including:

- Online Member Center
- Member-only Webinars
- Member-only Media Coffees
- Member-only eNewsletter
- Member Service Centers
- PRNewswire.com
- Multimedia Production
- Strategic Consultation
- Robust Distribution
- Access to Analytic Tools



PR Newswire
United Business Media

MultiVu™

“ In my 12 years in the PR automotive business I have never experienced such great customer service as I did this time around with PR Newswire. We are a small team that requires one-on-one attention and that is what Fisker was delivered. Their organization, deployment and follow-through is truly first class. I thank them for helping me to enhance our business in this competitive market. ”

Christina Cheever,
Vice President,
Marketing and Communications
Fisker Automotive



Let us help you make the most of your membership. Our member service representatives will activate the tools you need to get noticed by the audiences that matter to you. Our products are powerful, and our service is unsurpassed.

With membership you'll receive:

- **Online Member Center Portal:** Gain 24/7 access to an upgraded secured member-only platform with user-friendly ordering capabilities to send news releases, file financial documents directly with the SEC, upload images, logos and multimedia files and view reports to gauge the success of your communications program
- **Member-only Webinars:** Educational live and on-demand webinars cover topics to help you create the most efficient and effective communications program. Maximize results by leveraging US1 Media Monitoring, SEO and online visibility
- **Member-only Media Coffees:** Attend PR Newswire and MultiVu™-sponsored media coffees, where journalists and bloggers from local, regional and national publications discuss their jobs, industry trends and the best ways to attract their attention
- **Member-only eNewsletter:** "The Insider" eNewsletter features articles by public relations and marketing experts. Plus, get special offers and promotions
- **Member Service Centers:** Staffed with professionals who make themselves available around-the-clock, 24/7
- **Analytic Tools, such as:**
 - **ReleaseWatch™:** News release views as seen on sample Web sites
 - **Access Reports:** The number of times your message has been viewed on our media-only Web site
 - **MultiVu™ Comprehensive Reports:** Where your multimedia message has been played, online and off, complete with screen grabs
- **PRNewswire.com:** All releases are posted to prnewswire.com, and, with close to two million unique monthly visitors - more than any other newswire - your release gets exposure with consumers, investors and media
- **Media Relations:** A dedicated staff of professionals continuously expands and deepens relationships with all types of media. We've earned the media's trust, and with it, their attention to your news


- **Multimedia Production:** We are the only wire service with an in-house multimedia division, providing you with unparalleled service and solutions
- **Consultation:** Receive customized advice about communications solutions most appropriate for you and your budget
- **Robust Distribution:** Our current network reaches more than 4,300 Web sites, databases and online services, as well as new channels like Times Square, in-store, in-flight and television
- **Expanding Capabilities:** Our services are constantly growing, to meet your changing communications needs, with new offerings like:
 - **Hispanic PR Wire:** A dedicated, multilingual distribution service that gets your message to the growing U.S. Hispanic market
 - **LatinClips and Notilog:** Monitors your media pickup in Hispanic media
 - **Vintage Filings:** Provides cost-effective filing solutions for IR professionals
 - **Netvibes:** With content distribution on the Web growing so quickly, this will be an additional way of expanding our viral distribution through the Netvibes Universe hitting millions of users from various countries

24/7 Access

If you have any questions, or require further assistance, we're here for you 24 hours a day, 7 days a week with our knowledgeable member service representatives to support you. Call us or click-to-chat from our homepage—you choose how you want to reach us and we will be there. We'll help you with everything from identifying the best target audience, to delivering custom multimedia content. Your complete satisfaction is our #1 goal.

There's no easier, faster, more effective way to get your company's message out to the people you want to reach.

We invite you to call us today and let us help you get started developing an integrated communications approach that will deliver return on your investment. We'll help you intelligently and efficiently put a robust communications program into action to start the conversation with your target audience—around the corner, or around the globe.



As a PR Newswire and MultiVu™ member, receive access to consultative expertise 24 hours a day, seven days a week.



“ We are a prolific user of PR Newswire, and I can sing on the hilltops their record in customer service, fulfillment and overall quality.

I'm the director of PR for Southwest Airlines, and we used to use a small, regional service that was purchased years ago by PR Newswire. We were at first concerned that a “big company” would change the level of service that we received, but we were pleasantly surprised.

PR Newswire puts as much stock in the customer service it provides as does Southwest Airlines. For many years, I have been courted heavily by their largest competitor, but I have been disappointed at the tactics the other company has used to get my attention. PR Newswire knew I was being courted and never used an unethical or unprofessional tactic and never said a cross word about their competitor — that is quality, and it is something that is becoming more rare in business as each day passes. ”

Linda Burke Rutherford
Manager, Public Relations
Southwest Airlines



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