Press releases are an ideal way to keep the press up-to-date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not noteworthy is unlikely to be read or covered no matter how eloquently written, or where it is distributed. Do not waste the time on an editor, reporter or analyst on information that can be communicated in a less formal manner. And, always remember that press releases are a reflection of your company and its executives.

Tips on Press Releases
- Unless a release date is necessary, "For Immediate Release" is acceptable.
- A contact name with title, office phone, on-site phone and e-mail must be included. The on-site contact information is imperative.
- The dateline should include the date and location (Las Vegas, if being released during the show)

Sample Press Release:

FOR IMMEDIATE RELEASE   **Contact: Jane Doe**
                                             Company Representative
                                             Phone: 123-456-7890
                                             On-site phone: 345-678-9101
                                             jdoe@exhibitor.com
                                             http://www.exhibitor.com

COMPANY X INTRODUCES NEW PRODUCT AT 2004 INTERNATIONAL CES

Las Vegas, Nevada, January XX, 2004 – Company X today introduced the new product B that will enhance Product Y. Company X, located in booth #, is demonstrating the product and its enrichment of the current line.

- The lead must be complete. Include important information such as who, what, where, when and why.
- The lead should grab the attention of the reader as well as summarize the chain of events.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- Sentence length should be less than 25 words. Technical terms should be avoided or clearly explained. Avoid acronyms or anything that might confuse the reader.
- Releases should always be kept short and informative.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering…

End the release with ### centered at the bottom of the page.

If a release continues on to another page, the word "more" should be centered at the end of each page.