



## Online Media Center

The preferred press kit format is keeping pace with technology; recent CES surveys show that the media prefer online, USB or CD-ROM kits. To that extent, Virtual Press Office and Business Wire, again, will create and manage the official Online Media Center for the 2008 International CES.

Post a single release or your entire press kit to the 2008 International CES website and be listed on every computer screen in the working press room. Select one of VPO/Business Wire's custom news management packages at [www.virtualpressoffice.com](http://www.virtualpressoffice.com) or [www.businesswire.com](http://www.businesswire.com).

In addition to the broadest exposure and distribution of your media materials, VPO/Business Wire will provide a media usage report, tracking who's accessed your content for analysis of your current PR campaign and to assist you in projections for future campaigns.

Press kits and news releases may be posted before, during or after the show and remain on the site for one year.

Business Wire also will electronically distribute a free 100-word profile to all registered CES media and related audiences worldwide. E-mail [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com) to receive the form before December 28, 2007.

For more information regarding the Online Media Center, please contact Virtual Press Office and Business Wire.

### **Virtual Press Office**

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