



## Sample 2008 International CES Press Release

### **COMPANY X INTRODUCES NEW PRODUCT AT 2008 INTERNATIONAL CES**

**Las Vegas, Nevada, January XX, 2008** – Company X today introduced new product B that will enhance product Y. Company X, located in CES booth #, is demonstrating the product and it's enrichment of the current line throughout the 2008 International CES.

- Start with the news and get to specifics further down.
- The first two sentences are the most important. Be sure to add in your CES booth number.
- Make sure to include who, what, when, where, how and why

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

- Quotes are helpful.
- Keep them short.

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.

#### *Other tips:*

- Deal with the facts.
- Do not make the release sound like a sales pitch.
- Keep it simple.
- Think and write like a reporter.
- Make sure the piece can stand on its own and does not need further background.
- Bullet points clearly display information.
- Leave white space – Clutter is not good.