PRESS RELEASE INFORMATION

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 newsworthy is unlikely to be read or covered no matter how eloquently written, or where distributed. Use press releases for news-worthy issues, and use a less formal means to communicate the small stuff.

Tips on Press Releases

- Unless a release date is vital, "For Immediate Release" is acceptable.
- A contact name with title, office phone, **on-site phone** and e-mail must be included
- Headline should be informative and grab the reader's attention.

- The dateline should include date and location (Las Vegas, if being released during show).
- Avoid clichés and jargon that people outside the industry will not understand.
- Be concise and use proper grammar.

FOR IMMEDIATE RELEASE
Contact: **Jane Doe**
 Company Representative
 Phone: 123-456-7890
 On-Site Phone: 456-789-0123
 jdoe@exhibitor.com

Sample 2011 International CES Press Release

COMPANY X INTRODUCES NEW PRODUCT AT 2011 INTERNATIONAL CES

 Las Vegas, Nevada, January XX, 2011 – Company X today introduced new product B that will enhance product Y. Company X, located in CES booth #, is demonstrating the product and its expanded current line throughout the 2011 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.