

FOR IMMEDIATE RELEASE

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(Title) COMPANY X INTRODUCES NEW PRODUCT AT 2014 INTERNATIONAL CES

Subtitle if applicable

Las Vegas, Nevada, January XX, 2015 – 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 2015 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...

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- End the release with ### centered at the bottom of the page (see above).
- If a release continues on to another page, the word “more” should be centered at the end of each page.