

	Your Company	Company Fact Sheet #	
		Revision #:	
		Date:	

## Fact Sheet for Product

**Product Name:**  
Your Product's Name

**Manufacturer:**  
Your Company Name

**Category:**  
Digital Media Player

**Color:**  
Red, White, Black

### RELATED PRODUCTS

**Product #1**  
Key Features

**Product #2**  
Key Features

**Product #3**  
Key Features

### Product Overview

This fact sheet provides readers with a 1-2 page overview of a product, program, issue, event or other topic. Fact sheets are frequently used to accompany a press release or along with marketing materials, for example, at a product launch.

Use this template as a guide for writing your own fact sheets. Delete any sections that do not fit your topic; add your own sections as needed. Fact sheets are often sent to the Chief Information Officers, technology journalists, and other decision-makers when products are launched. While this is a sales document, it is written for a technical audience, so balance the buzz with technical information, statistics and other key facts.

In the first paragraph, introduce the topic; for example, an event, program, or product launch. Highlight the most important or compelling points—this section must catch the reader's attention.

"XYZ is a 100GB digital media player that lets you wirelessly share full-length sample tracks, playlists, pictures or home-made song directly from MP3 to MP3 player. You can also find new music in the Marketplace, and show off your favorite pictures and videos on the 5 inch LCD screen."

### Features

List the most interesting features first. These features should be what excites the readers and encourages them to contact you to learn more. Highlight how your product is different (better) than the competition.

- Wireless Sharing** — XYZ lets you share your favorite songs, homemade recordings, or pictures with friends wirelessly.
- Large color screen** — XYZ comes with a bright 5-inch LCD video screen that works in portrait or landscape mode.
- 300 GB player** — XYZ stores up to 75,000 songs, 250,000 pictures or 100 hours of video.

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- FM Tuner** — with the built-in FM tuner you can listen to local radio stations.

### ADDITIONAL INFORMATION

For information, please contact:

**Name**  
Your Name

**Email**  
Your Email

**Telephone**  
Your Telephone

**Website**  
Your Web Site

### Accessories

Identify accessories that accompany the product and where these can be purchased.

"You can choose from a full line of accessories to outfit your product. Three starter packs provide complete solutions for XYZ product in your car, in your home or while you travel. Individual accessories are also available."

### About (Organization)

Close the fact sheet with background information about your agency. This information is usually generic and shared across all media distributions.