

Press Release Content Basics

There are seven basic elements that every press release should have in terms of content and how it appears:

FOR IMMEDIATE RELEASE: These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

Contact Information: Skip a line or two after release statement and list the name, title, telephone and fax numbers of your company spokesperson (the person with the most information). It is important to give your home number since reporters often work on deadlines and may not be available until after hours.

Headline: Skip two lines after your contact information and use a boldface type.

Dateline: This should be the city your press release is issued from and the date you are mailing your release. All bold font.

Lead Paragraph: The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).

Text: The main body of your press release where your message should fully develop.

Recap: In the next to last paragraph, restate your product's specifications and highlight a product release date if available.

Last Paragraph: Summarize your company's information.

Close: End your press release with three “#” symbols centered on the page two line spaces below the last paragraph and with a space between each symbol.

10 Essential Tips to Ensure Your Press Release Makes the News.

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much contact information as possible: Individual to contact, address, phone, fax, email, Web site address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.

FOR IMMEDIATE RELEASE

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UPS Announces New Service for International Express Portfolio

Atlanta, GA – Friday, July 13, 2007: UPS, the world's largest package delivery company, today announced the largest expansion of its international shipping portfolio in more than a decade. It will begin offering customers three daily time-definite delivery options to and from 30 active global trading markets.

According to Keith Orris, UPS sales manager for the Northeast district, "The service will begin on Monday, July 16, 2007, and will be offered in a total of 45 countries. The 30 markets and the United States, where three options will be available, account for 83.5 of global GDP. The lanes are between the United States and Asia, Europe, and the Americas, expanding the delivery options from two time-definite options to three."

The expanded options will include:

- UPS Worldwide Express PlusSM (guaranteed delivery by 8:30 a.m. or 9:00 a.m., depending on destination)
- UPS Worldwide ExpressSM (guaranteed delivery by 10:30 a.m. or 12 noon, depending on destination)
- UPS Worldwide SaverSM (guaranteed delivery end-of-day)

The first 30 markets in which three delivery options will be offered include: Australia, Austria, Belgium, Canada, China, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Luxembourg, Netherlands, Philippines, Poland, Portugal, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, and Vatican City.

UPS is the world's largest package delivery company and a global leader in supply chain services, offering an extensive range of options for synchronizing the movement of goods, information and funds. Headquartered in Atlanta, Ga., UPS serves more than 200 countries and territories worldwide. UPS's stock trades on the New York Stock Exchange (UPS) and the company can be found on the Web at UPS.com.

For information: www.pressroom.ups.com or

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Giant Food Stores Invests in Healthy Kids at School and at Home

Harrisburg & Carlisle, PA – April 15, 2008 – Giant Food Stores, one of the leading food supermarkets in Pennsylvania, today announced its continuing commitment to promoting healthy lifestyles in Pennsylvania with \$30,000 more in funding for the innovative and widespread Keystone Healthy Zone (KHZ) schools program organized by Pennsylvania Advocates for Nutrition and Activity (PANA).

Responding to an increased public focus over the past few years on the causes of and solutions to the alarming rise in childhood obesity, corporations like Giant have joined government and non-profit partners around the nation to begin reversing this trend and restoring a more healthy balance for kids and families.

PANA is a statewide coalition of public and private partners working to address this issue, and its KHZ campaign is a free annual program that provides schools with access to resources, promotional events, and mini-grants for improving nutrition and increasing physical activity.

Giant is a primary sponsor of the mini-grant portion of the campaign, contributing \$60,000 in just the past two years. These funds provide critical seed money to KHZ schools for implementing specific aspects of their program plans. Based on an annual application process, PANA awards \$2000 mini-grants to 100 schools across the commonwealth each year, a total of 300 such awards since 2004.

“Our KHZ mini-grant support is just one more localized way that Giant is focused on its commitment to ‘Living Here. Giving Here.’,” stated Tony Schiano, President and CEO of the Carlisle-based company. “With a presence in so many communities all over Pennsylvania, we take our responsibility to help promote healthy living very seriously and supporting PANA’s KHZ initiative is one of the most effective ways of doing so.”

“In only three years, KHZ has enrolled an impressive 79 percent of Pennsylvania’s 501 school districts, reaching 1,677 schools and 913,000 students in 2006,” noted PANA Executive Director Allison Topper. “The mini-grant element of the campaign has been crucial to this success, and we are so grateful to Giant for its continuing generous support of this component.”

The program’s training materials, technical assistance, and other resources have helped participants increase physical activity before and after school; enhance the time or quality of their physical education

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curriculum; change vending or a la carte food options; better integrate nutrition education; and upgrade their physical education equipment.

“The personalized application of KHZ at the local level is a great complement to the community initiatives on nutrition taking place in our own stores, from cooking classes to our *Healthy Ideas* magazine to in-store tours and presentations,” continued Schiano. “There’s truly strength in numbers when building momentum for more balanced eating and activity choices, and through KHZ and our in-store activities, Giant is committed to adding to that momentum one school, one home, and one community at a time.”

Additional 2006 sponsors of the KHZ mini-grant program include the Pennsylvania State Association for Health, Physical Education, Recreation, and Dance (PSAHPERD), the American Heart Association, The Heinz Endowments, and the PA Department of Health.

Giant Food Stores, LLC, headquartered in Carlisle, PA, is one of four retail-operating companies under Ahold USA, one of the leading supermarket operations in the United States. Giant currently operates 214 stores as Giant Food Stores, TOPS Markets, and Martin's Food Markets in Pennsylvania, Maryland, Virginia, West Virginia, and New York. For more information about Giant Food Stores, visit the company's website at www.GiantFoodStores.com.

Pennsylvania Advocates for Nutrition and Activity (PANA) is a statewide coalition of various public and private partners working with schools and communities to help promote healthy eating and physical activity through implementation of the Pennsylvania Nutrition & Physical Activity Plan. For more information, visit www.panaonline.org.

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