# BUS 225 Project Four Template Press Release

(Replace the bracketed text with your responses. Remove this note before submitting to your instructor.)

[INSERT ATTENTION GRABBING HEADLINE IN ALL CAPS.]

[Insert strong lead sentence.]

[Address the key points appropriate for external audiences.]

[Summarize the diversification decision.]

[Explain why the decision was made.]

[Explain where in the marketplace the new products are launching.]

[Identify who benefits from this product in both the company and the community.]

[Insert closing paragraph incorporating the who, what, when, where, and why.]

[your name]

Sales Department Manager