

# Press Release Template

Use this document to create a press release to be used during your product launch or for additional announcements during your ongoing marketing.

**Sample from Product Management Lifecycle Toolkit**  
**www.280group.com**



**280 Group™ Optimal Product Management and Product Marketing™**  
Helping companies deliver products that delight their customers and produce massive profits™

This document is part of the 280 Group Product LifeCycle Toolkit™ and the corresponding training course, Optimal Product Management & Product Marketing™. To purchase a copy of the toolkit or find out more about the training course go to [www.280group.com](http://www.280group.com).

**FOR IMMEDIATE RELEASE...** Contact: Name Phone Number 408-832-1111

email: abc@abc.com

**Compelling, attention grabbing headline goes here**

Subhead with additional detail goes here...

**City, State – [Date release goes over the wire]** - Summary/overview of facts including the who, what, where, when as well as why the press should care enough to write about it..

Paragraph one goes here, with additional details about the announcement. The most important information goes in this paragraph.

Paragraph two goes here, with even more details about the announcement. Also included in this paragraph is a quote backing up the claims and statements above. Oftentimes there will be a quote from the CEO or other executives as well as a quote from customers or partners, depending on the nature of the announcement.

Paragraph three goes here and wraps it up, with details about pricing and availability, etc. After this paragraph include some standard boilerplate text for the company (see below). The entire release is designed to be one page long at most (ideally). Keep the length short and to the point because newswire services only allows a certain number of characters and then charges for additional. Every time you submit a release on the news wire you'll want to convert it into a PDF and put it on your website in a press section of the company area as well - that way the content will get indexed by search engines and help you cover all site content in search results.

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For additional information contact: Name Email Phone Number

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