

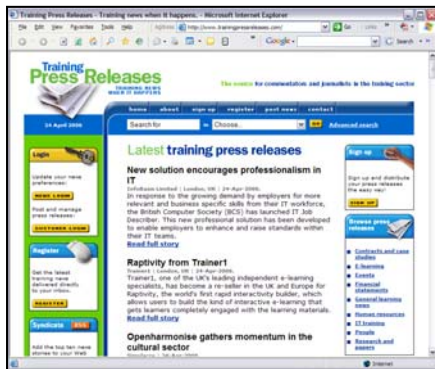
**Is your news
getting heard?**



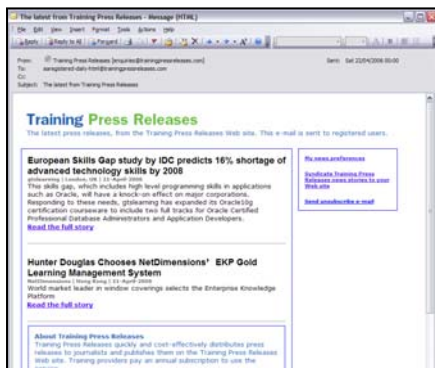
There's a better way.



Training Press Releases



Press releases are posted to the Training Press Releases Web site and RSS feeds



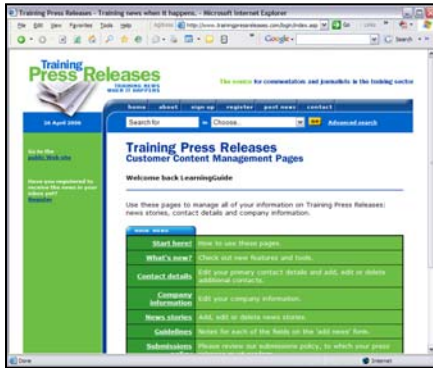
Press releases are distributed by e-mail to Training Press Releases registered users

Getting news to the right people in the media used to be time-consuming and very hit-and-miss. Now there's a better and easier way to do it...

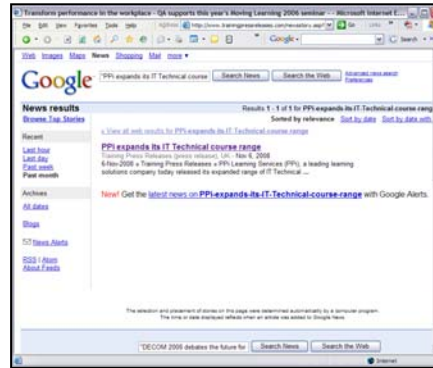
Training Press Releases is a specialist newswire for commentators and journalists in the learning sector.

An annual subscription allows learning providers to publish press releases to **Training Press Releases** Web site, which distributes them to the learning industry's media: journalists, editors and news organisations, research and market analysts, event and conference organisers, news forums and blogs, industry bodies, and learning professionals.

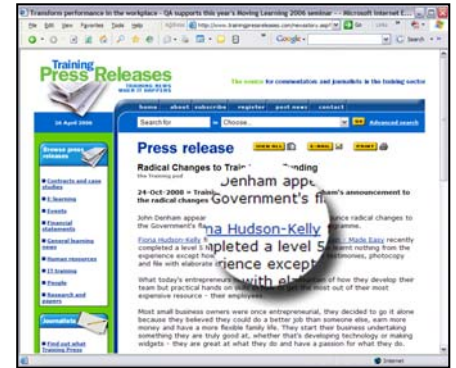
- **Convenient.** Send news announcements to one place, confident that they'll quickly get to the right people in the media.
- **Saves time and money.** Saves you the time and the cost of maintaining your own media database.
- **Internet news.** Press releases are indexed by Google News within minutes and syndicated by news services.
- **Established and proven.** Training Press Releases was founded in 2001 and has a proven track record of press release distribution.
- **Get noticed.** Training Press Releases is a very public place to be!



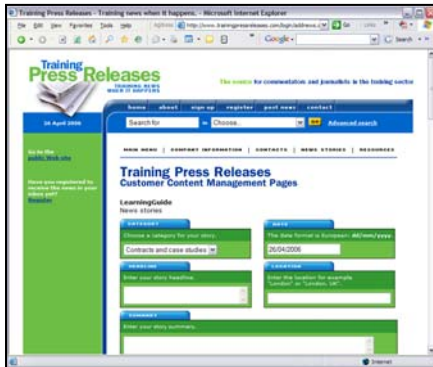
Customers post press releases using Training Press Releases' Content Management System



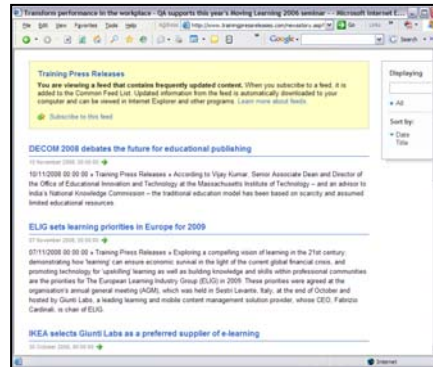
Press releases are indexed by Google News within minutes, and syndicated by online news services



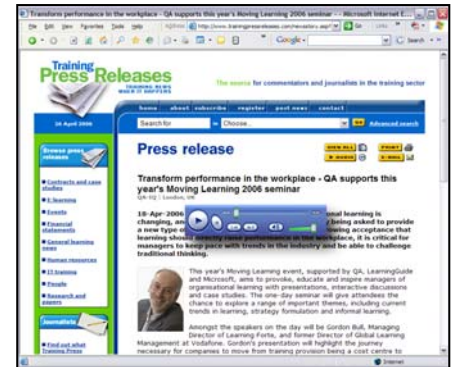
Improve search results with deep text links on keywords



Press releases are added quickly by pasting text into form fields and selecting distribution options



Integrate your press releases with other communications using your own customized RSS feed



Tell more of the story and improve impact with audio clips and images

Fees and subscriptions. Complete the subscription form to create an account.
Submissions policy. There is no limit to the number of press releases that may be posted - this is provided under a reasonable usage and submissions policy.

What customers say about **Training Press Releases**

“Training Press Releases has good breadth of reach and gives us confidence that our stories are reaching a large number of target journalists.”

LEAH McTAGGART, QA

“Infobasis produces press statements regularly – and Training Press Releases is the right tool to distribute them. Our public profile has increased considerably since we started using it.”

DONALD TAYLOR, INFOBASIS

“I recommend Training Press Releases to all learning providers – Training Press Releases has saved our marketing team a huge amount of time and effort compared to manually distributing press statements.”

BILL WALKER, XPERTISE

“Learning Technologies uses Training Press Releases intensively during the run up to our exhibition and conference – it’s an important part of our promotion to the media and the wider training sector.”

MARK PENTON, LEARNING TECHNOLOGIES

“We attracted new business as a direct result of posting our press releases through the Training Press Releases newswire – it’s been a valuable service for us and I thoroughly recommend it to all learning providers.”

ALFRED REMMITS, LEARNINGGUIDE

“Training Press Releases is an important service for the whole of the training sector – it enables hard-pressed marketing professionals with tight marketing budgets to really develop their company’s public image, through the media.”

COLIN STEED, INSTITUTE OF IT TRAINING

“Training Press Releases has really helped IT Skills Research to gain regular coverage and publicity across the learning community.”

DAVID PARDO, IT SKILLS RESEARCH

“Training Press Releases is a very useful service - of great help both to organisations with a story to tell and to the PR practitioners whose job it is to tell it.”

BOB LITTLE, BOB LITTLE PRESS AND PR

Training Press Releases

www.trainingpressreleases.com

enquiries@trainingpressreleases.com

+44 (0)161 612 5879