

PR Newswire

Twelve months to 31 December 2009

	2009 £m	2008 £m	Reported change %	Underlying growth %	Constant currency %
Turnover	161.4	154.3	4.6	(9.6)	(9.1)
Operating Profit	44.8	43.3	3.5	(13.8)	(9.7)
Operating Margin (%)	27.8	28.1			

- 19.0% Group Revenue
- 26.2% Group Adjusted Operating Profit

PR Newswire

Nomura Media Field Trip

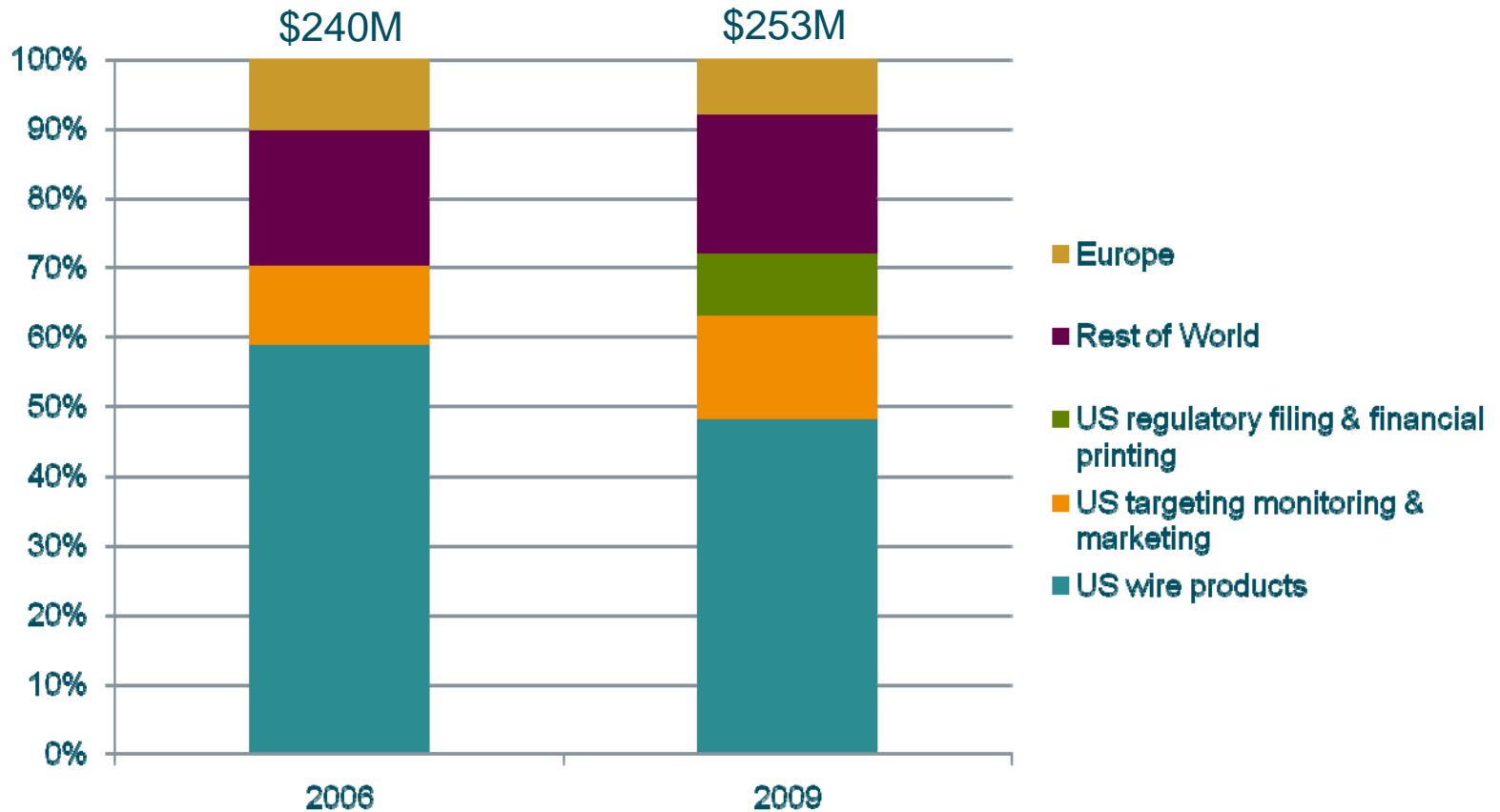
June 16, 2010



PR Newswire

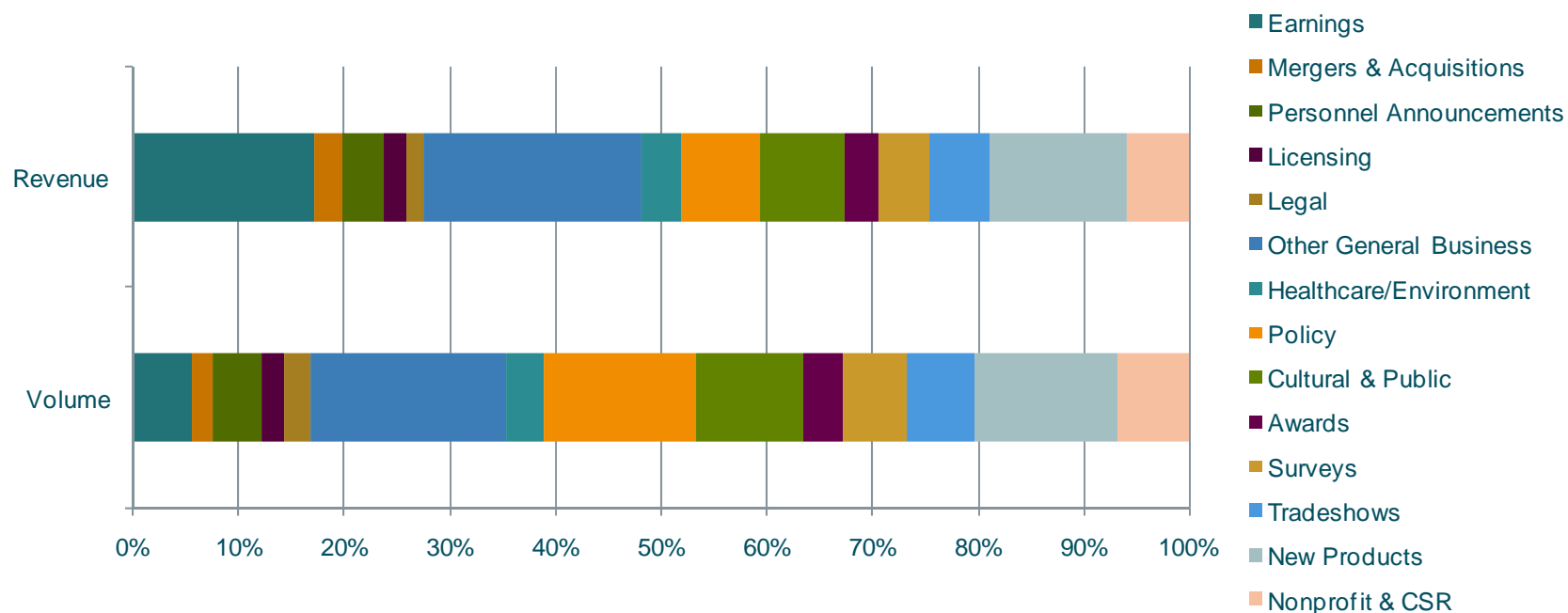
United Business Media

Continued diversification beyond the wire...



US newswire traffic mix – 2010 YTD

- Earnings wire releases account for 5.5% of traffic and 17.1% of revenue
- Policy-related wire releases account for 14.5% of traffic and 7.3% of revenue
- New product launches, tradeshows, surveys, awards, cultural & public traffic and policy account for half of revenue and volume

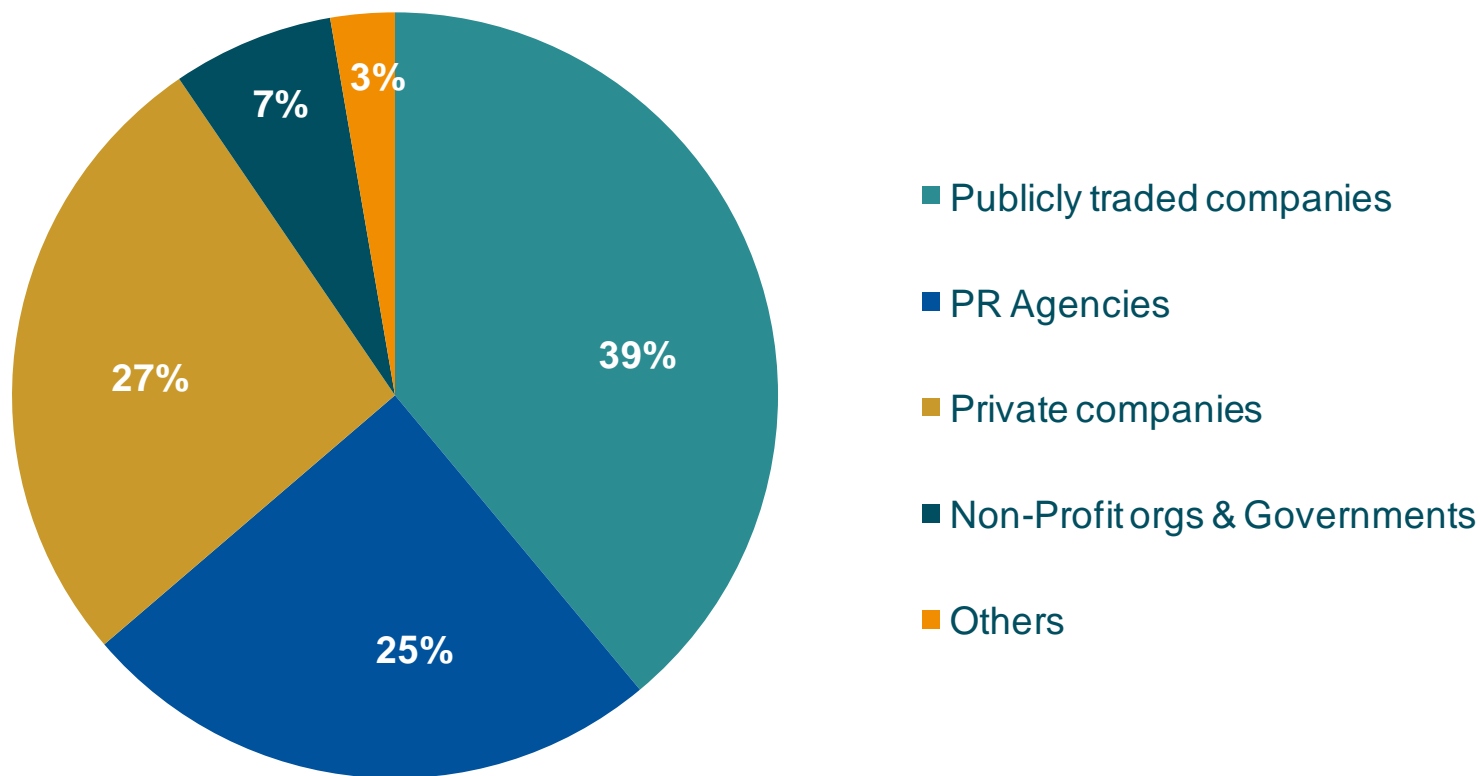


80,562 PRN US newswire releases through May 2010



We served over 30,000 customers globally in 2009

No single customer contributes more than 0.5% of revenue





We served over 30,000 customers globally in 2009

No single customer contributes more than 0.5% of revenue

Technology



Healthcare & Pharmaceutical



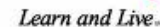
Transportation



Education



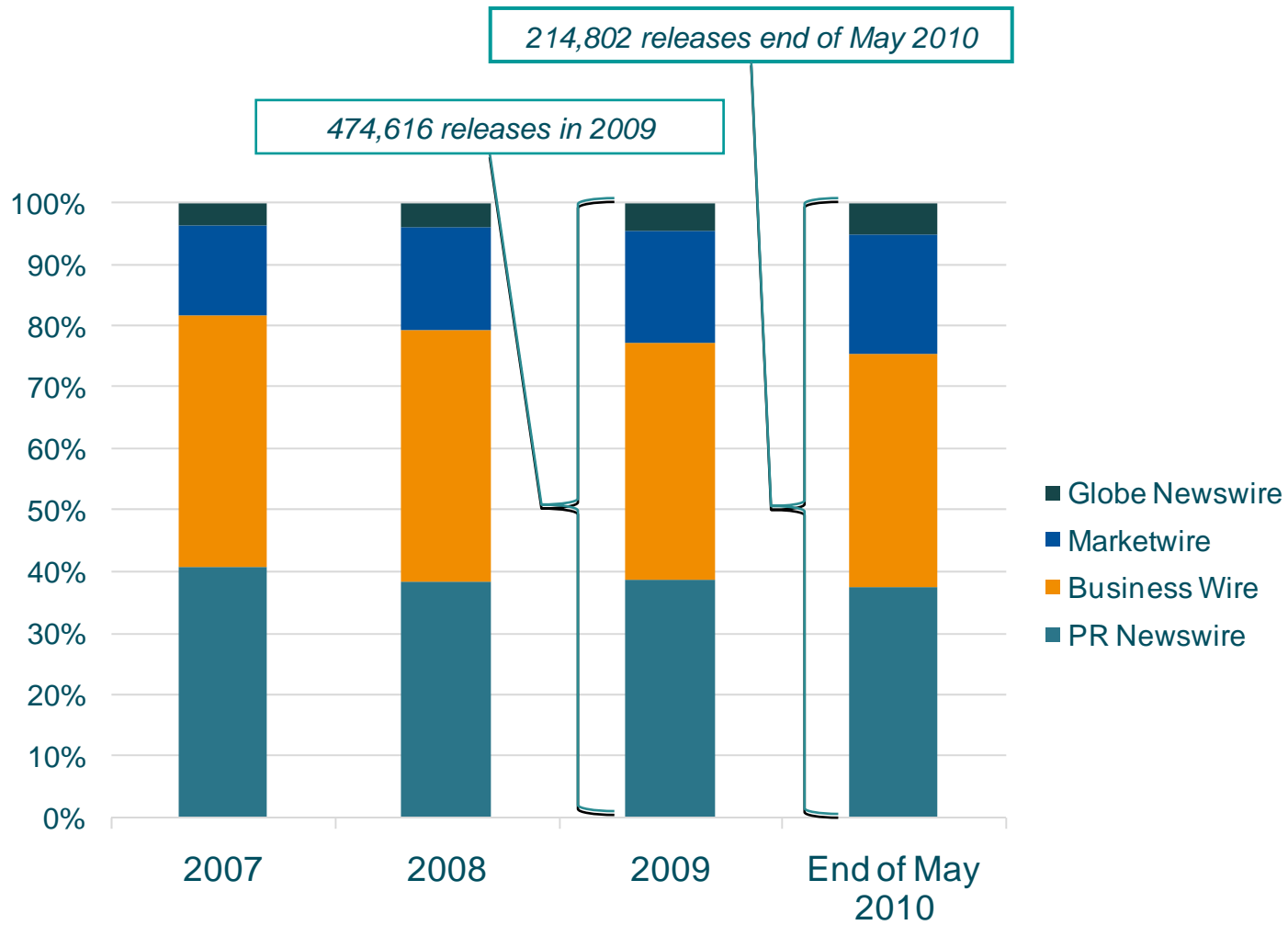
Non-Profit



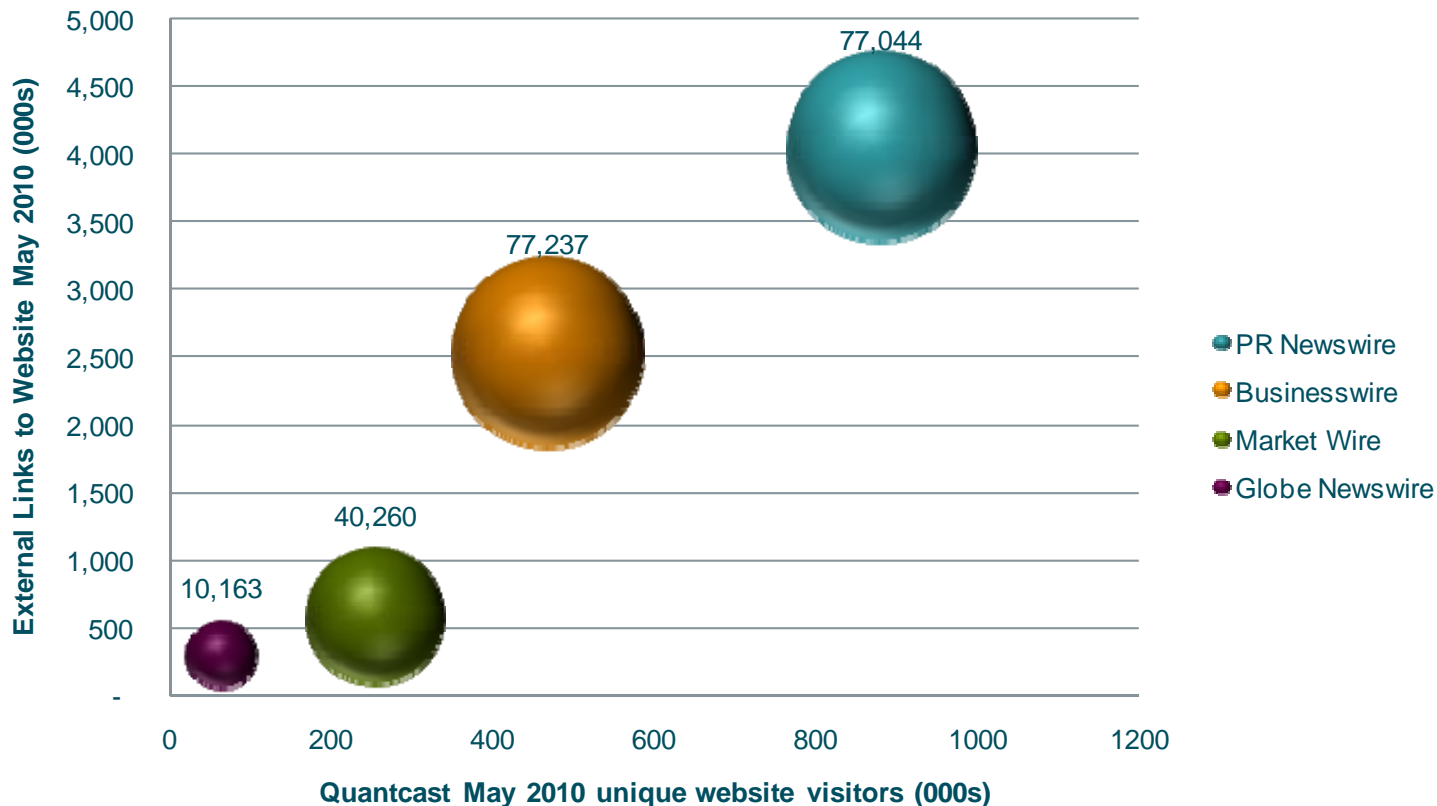
Government



US wire market share



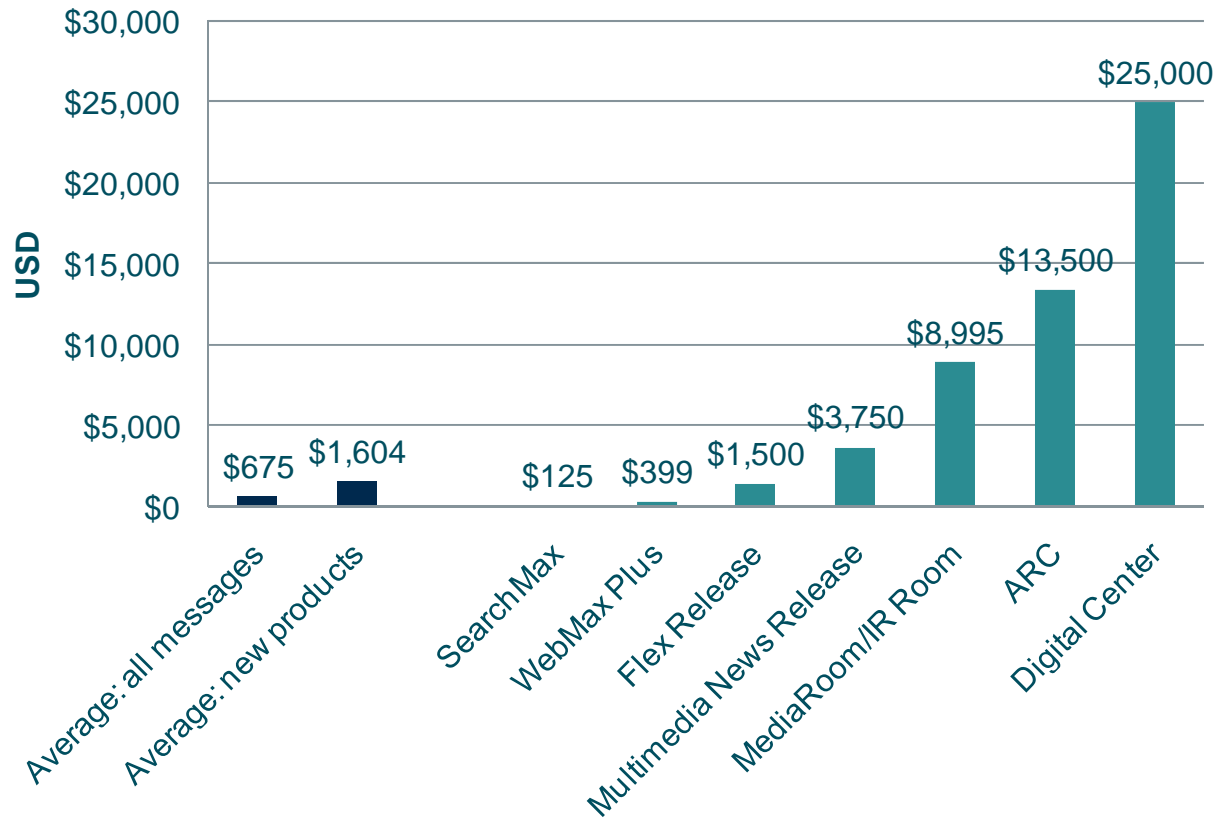
PR Newswire is the most relevant online source of wire content



Size of spheres represent the number of US wire releases YTD through May 2010

We continue to launch innovative new products, often at higher price points

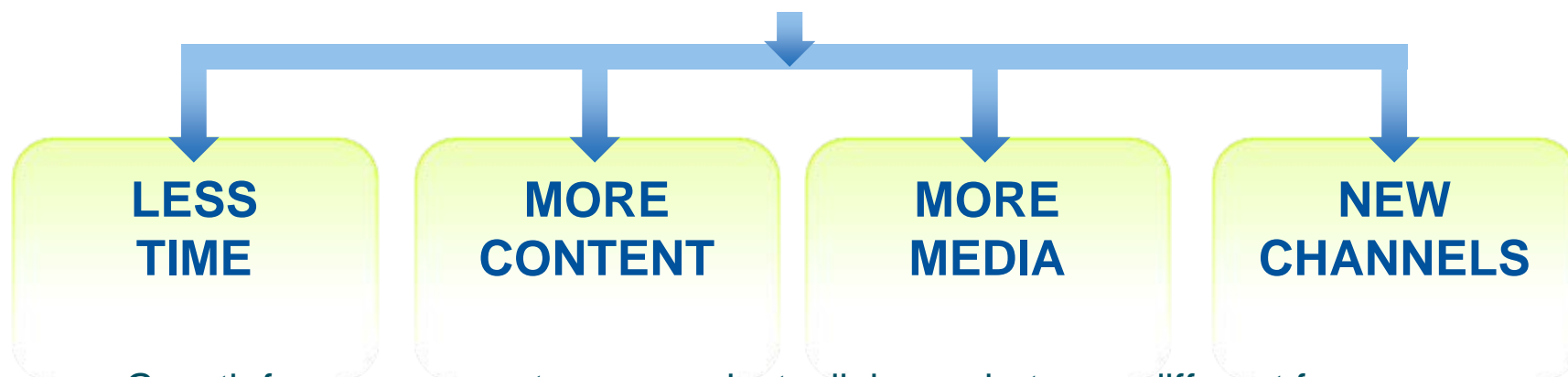
Product Pricing







The industry is growing and evolving online



- Growth from new ways to communicate, linkages between different forms of media, and making communications relevant - matching the “right story” to the “right audience.”
- Greater efficiency via platforms, specialization and collaboration.
- Greater access to all types of information and a shift to demand led media via search.
- Finding ways to add unique value – finding and anticipating needs and answering them: correcting, explaining, curating, organizing, training.
- Relevance, trust and authenticity become more important with the exponential increase in content.



Our cross-industry offering allows us to take advantage of all aspects of corporate communications, even in a mature US market

- Total communications spending will **grow 3.6% per year** over the next five years from \$882.6 billion in 2009
- Media and communications spend is expected to outpace US economic growth and reach over **\$1 trillion by 2013**
- **Institutional end-user spending** to remain the largest and fastest-growing communications sector, rising by **5.6%** annually
- VSS forecasts **alternative marketing to have a 12.6% CAGR** from 2008-2013, compared to a 3.3% decline for traditional advertising

From: *Communications Industry Forecast 2009-2013* by Veronis Suhler Stevenson

Unrivalled value

PR Newswire pioneered the commercial news distribution industry **56 years ago**, and continues to be the **global leader** in innovative communications and marketing services.



- in **Earned Media Pickup**
- in **Online Visibility**
- in **Media Relations**

Distribution	Multimedia	Targeting & Engagement	Monitoring & Measurement	Investor Relations
Global Reach Audiences SEO Social	Distribution Strategic Placement Production Multimedia Library	Media Database Experts Database Online Newsroom	Pick Up Effectiveness Social Media	Disclosure IR Room IR Webcasting Compliance Solutions

Our distribution and reach



Traditional Media



Web Coverage



AMÉRICA LATINA



Social Media



THE HUFFINGTON POST
THE INTERNET NEWSPAPER. NEWS BLOGS VIDEO COMMUNITY



Our focus





Our ambitions

Use our...

- Leading market position: 30,000 customers
- Robust, high quality brand
- Unparalleled global reach
- Audience credibility
- Horizontal, transactional business model
- Scalable platform
- Reputation management (via authentication and track record)

To deliver existing business growth and...

- Multi channel web engagement
- SEO services
- Marketing campaigns
- Social Media engagement
- Corporate Responsibility
- Investor relations workflow
- PR workflow
- Integrated global offering

How our distribution works

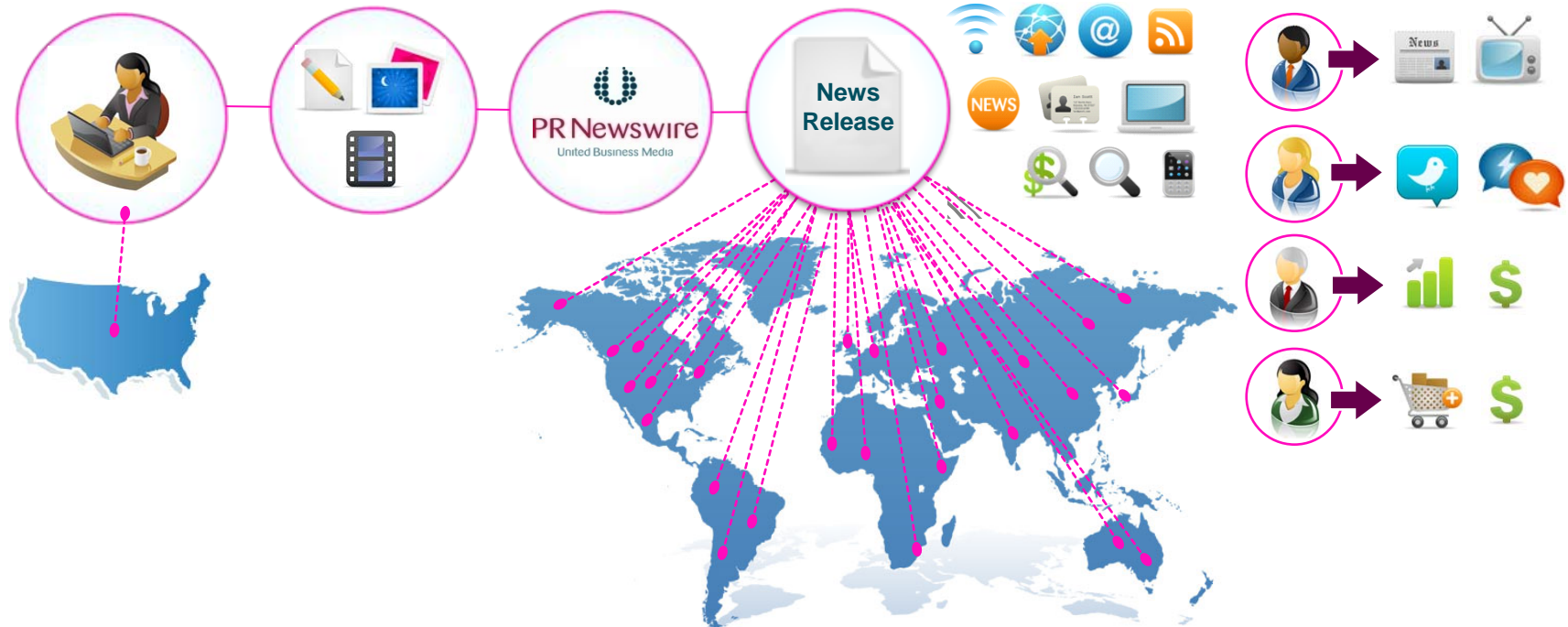
Upload release and multimedia. Select newswire distribution and create targeted list from our media database

PR Newswire editors process copy in PR Newswire's state-of-the art editorial system, looking for errors, typos, etc., and prepare it for distribution

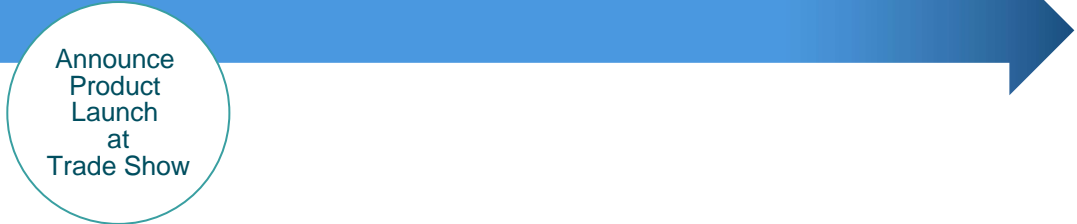
Distribution via satellite, internet, email and RSS.

Reaching news organization, individual reporters and bloggers, websites, financial networks, search engines and mobile devices.

Reach traditional and non-traditional media, investors, customers and general public around the world, generating media coverage in print and TV, social media buzz, investments and purchases



Product spotlight: PR product launch announcement





Product spotlight: PR product launch announcement

Prepare Virtual Press Office (VPO) site by adding assets and optimizing with PRN's SEO tools.

Prepare release and add multiple PRN tools

Virtual Press Office

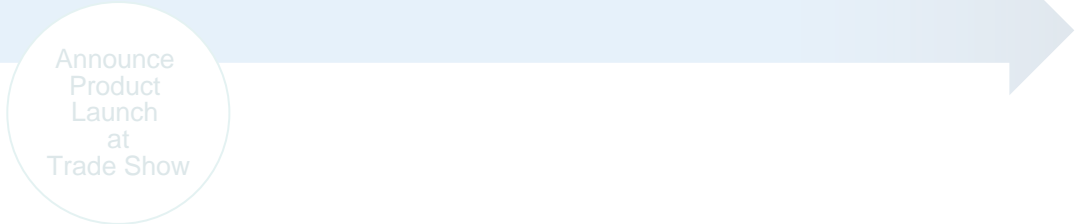
Submit release for review and formatting to PRN editors

Distribution to US1, targeted microlist, specific blogger contacts (via

Monitor traditional and social media mentions and perceptions of the

Respond to current social media discussions and perceptions based on Social Media Metrics reports.

Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.





Product spotlight: PR product launch announcement

Prepare Virtual Press Office (VPO) site by adding assets and optimizing with PRN's SEO tools.

Prepare release and add multimedia. Optimize with PRN's SEO tools.

Submit release to PRN editors for review and formatting.

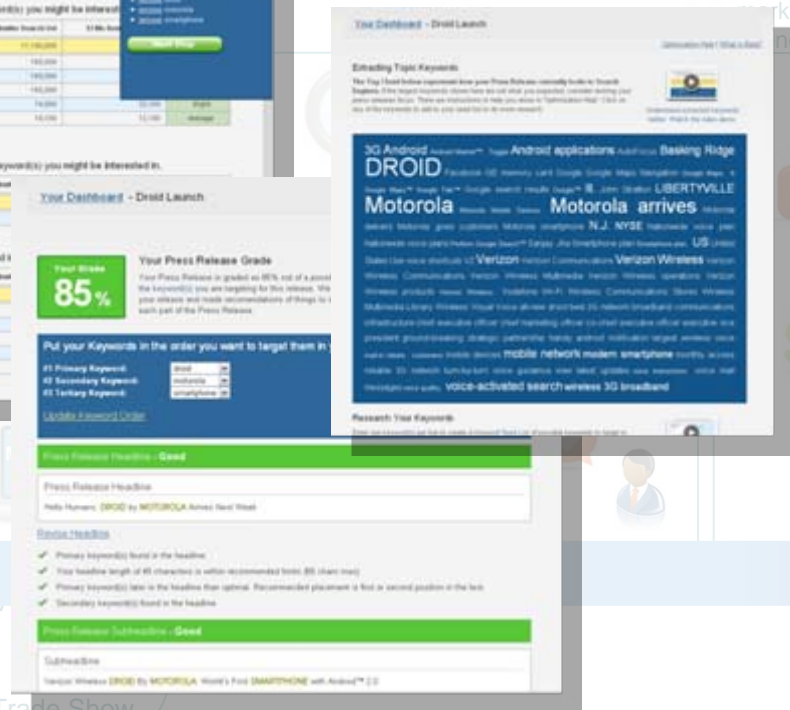
Distribution to US1, targeted microlist, specific blogger contacts (e.g., LEADAtlas) plus.

Monitor traditional and social media mentions and content of the release.

Respond to current social media discussions and perceptions based on Social Media Metrics reports.

Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing and.

Search Engine Optimization Tools



Trade Show



Product spotlight: PR product launch announcement

Prepare Virtual Press Office (VPO) site by adding assets and optimizing with PRN's SEO tools.

Prepare release and add multimedia. Optimize with PRN's SEO tools.

Submit release to PRN editors for review and formatting.

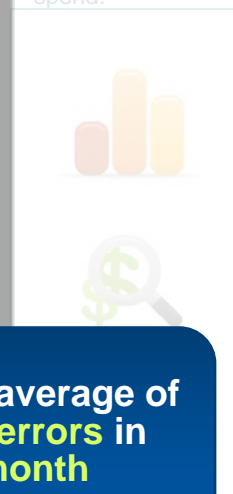
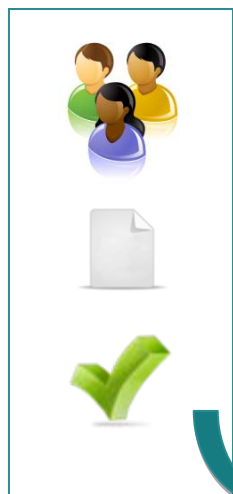
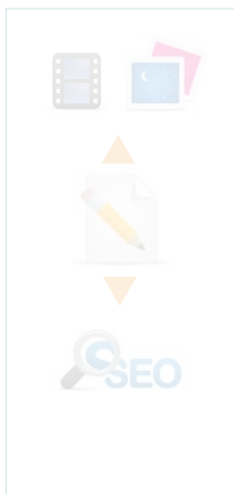
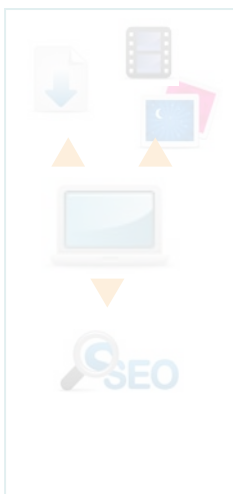
Distribution to US1, targeted microlist, specific content, MEI auto to M VPO

Review and Formatting

Monitor traditional and social media

Respond to current social media discussions

Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.



PR Newswire catches an average of 9,000 client-introduced errors in press releases per month

Announce Product Launch at Trade Show



Product spotlight: PR product launch announcement

Prepare Virtual Press Office

Prepare release and add

Submit release to PRN editors

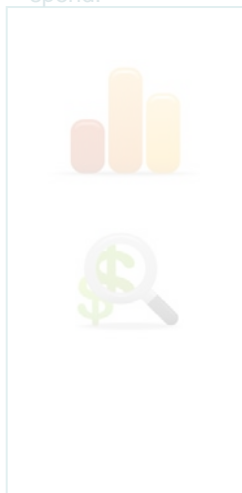
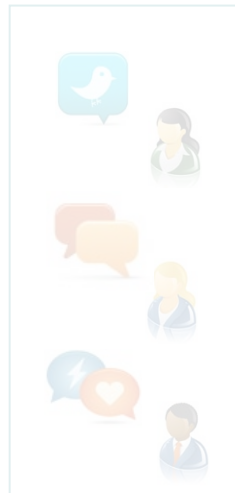
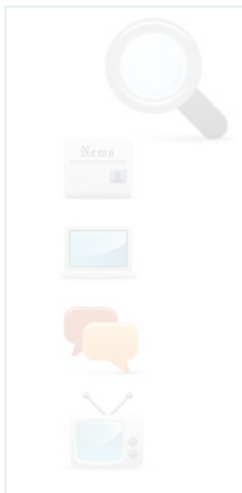
Distribution to US, targeted microlist, specific blogger contacts (via MEDIAtlas). Plus, automatic posting to MediaRoom & VPO.

Monitor traditional and social media mentions and perceptions of the release.

Respond to current social media discussions and perceptions based on Social Media Metrics reports.

Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.

Multimedia Distribution and Times Square Photo



Announce Product Launch at Trade Show



Product spotlight: PR product launch announcement

Prepare Virtual Press Office (VPO) site by adding assets and optimizing with PRN SEO tool.

Prepare release and add Social Media Metrics. Optimize with

Submit release to PRN editors for review and formatting.

Distribution to US1, targeted blogger list, specific blogger contacts (via Plus, posting from &

Monitor traditional and social media mentions and perceptions of the release.

Respond to current social media discussions and perceptions based on Social Media Metrics reports.

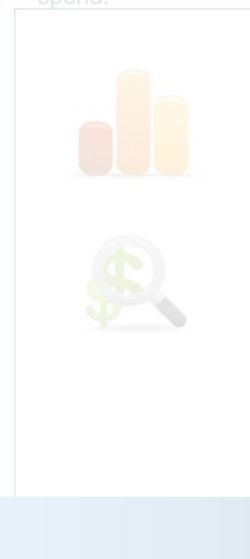
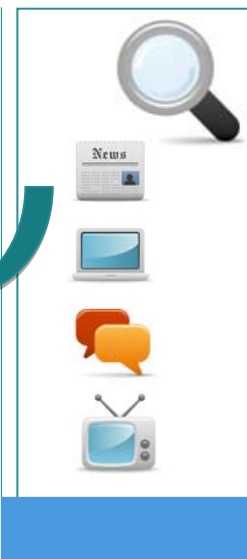
Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.

Social Media Metrics



Topic Cloud - ("motorola droid")

Bluetooth, **iphone**, **Nexus One**, **Smartphone**, **Google Nexus One**, Adobe, operating system, **Verizon Wireless**, the **Nexus**, person, FIOS Mobile Remote, Google Nexus, smart phone, **Android**, Amazon, Apple iPhone, **iphone 3gs**, Samsung, **company**, Motorola, Droid Smartphone, Skype, Sprint, Storm, Devour, Best Buy, **smartphones**, iphon, Nexus, HTC, DROID ERIS, mobile phones, YouTube, Apple iPhone 3gs, **multitouch web browser**, **Verizon**, mobile devices, smart phones, Sony Ericsson, smart devices, **Blackberry**, **Google**, HTC Nexus One, Microsoft, World Congress, Facebook, Apple, **Official Android 2.1**, Spain, phone, Barcelona



Product Launch at Trade Show



Product spotlight: PR product launch announcement

Prepare Virtual Press Office (VPO) site by adding assets and optimizing with PRN's SEO tools.

Prepare release and add multimedia. Optimize with PRN's SEO tools.

Submit release to PRN editors for review and formatting.

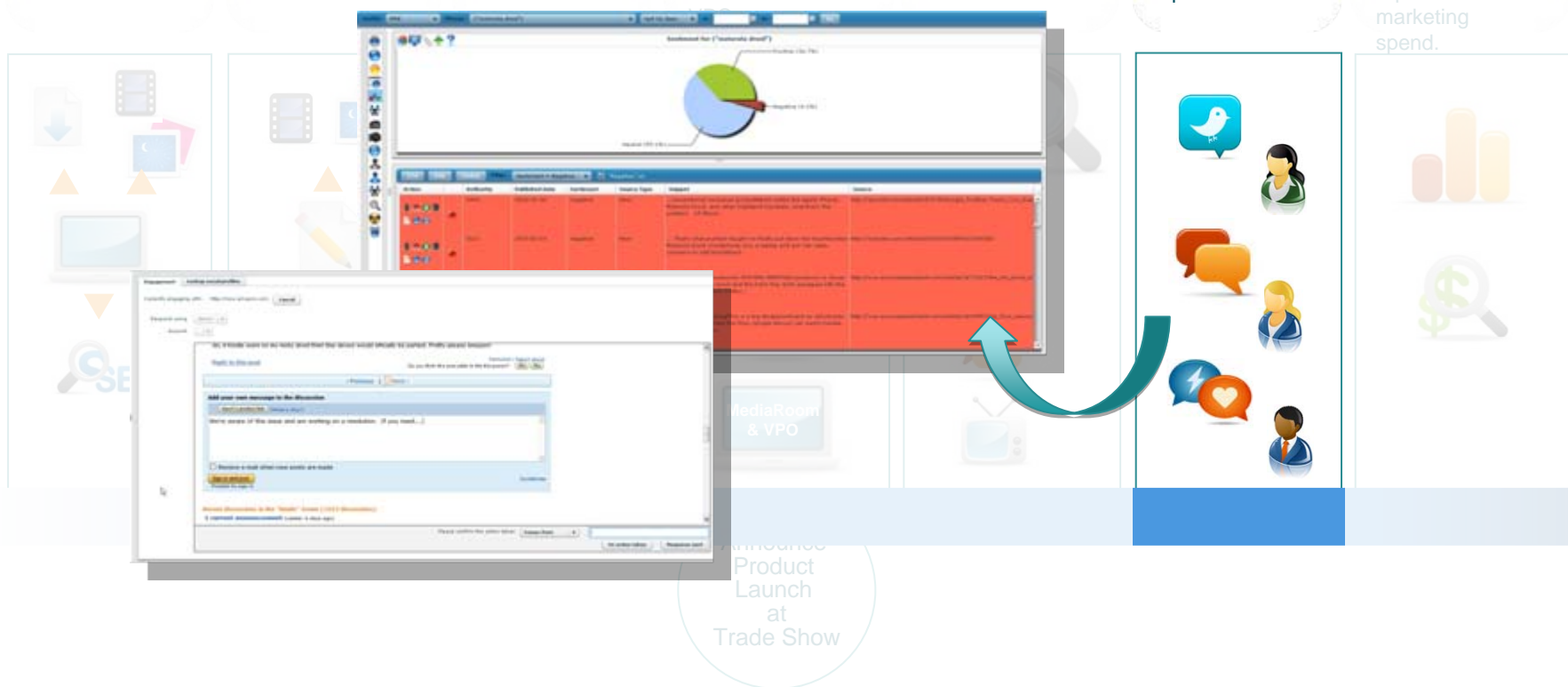
Distribution to US1, targeted microlist, specific blogger contacts (via MEDIAtlas). Plus, automatic posting to major news sites.

Monitor traditional and social media mentions and perceptions of the release.

Respond to current social media discussions and perceptions based on Social Media Metrics reports.

Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.

Social Media Metrics: Response





Product spotlight: PR product launch announcement

Prepare Virtual Press Office (VPO) site by adding assets and optimizing with PRN's SEO tools.

Prepare release and add multimedia. Optimize with PRN's SEO tools.

Submit release to PRN writers for review and distribution.

Distribution to US1, targeted microlist, specific blogger

Monitor traditional and social media mentions and perceptions of the release.

Respond to current social media discussions and perceptions based on Social Media Metrics reports.

Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.

ROI Reporting



Product spotlight: IR earnings results release



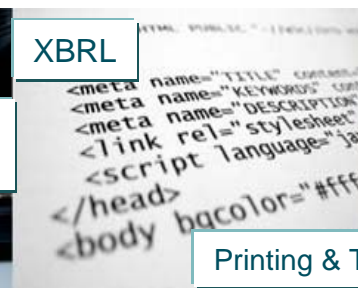
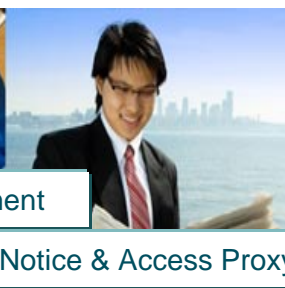


Product spotlight: IR solution

IR Room



Webcast



Investment Management

EDGAR Filings

XBRL

Printing & Typesetting

Additional Solutions

Multimedia Annual Reports

Notice & Access Proxy Services

Product spotlight: Corporate responsibility

Prepare release and add multimedia. Optimize with PRN's SEO tools.



Submit release to PRN editors for review and formatting.



Distribution to CSR Wire. Plus, automatic posting to CSR Room.



Monitor traditional and social media mentions and perceptions of the release.



Review ROI Reports to see engagement & visibility levels as well as compare release value to equivalent marketing spend.



Announce
CSR Initiative
via Multimedia
News Release

In January, the US Securities and Exchange Commission issued interpretive guidance stating companies must consider the effects of global warming and efforts to curb climate change when disclosing business risks to investors



Product spotlight: CSR release & CSR room

PR Newswire
United Business Media

Send a release
Schedule a webinar
Become a member
For journalists
Global sites

Search Advanced Search

Products & Services Knowledge Center Events Live Reports ContentPR Services

See from what is related to: Architecture, Transportation, Training & Retail, Green Technology, Education, Customer/PR Products & Services

The University of Virginia Adds Zipcar's Cost-Effective, Environmentally Conscious Car-Sharing Program

CHARLOTTESVILLE, Va., Nov. 10 (PR Newswire) — The University of Virginia (UVA) and Zipcar, Inc., the world's largest car-sharing service, will launch Zipcar's program at UVA in October as a member of The Zipcar program designed to decrease the number of cars on campus and to reduce parking demand and air pollution on campus. A key component of UVA's sustainability commitment, the program will allow students, faculty and staff to use Zipcar's fleet of cars to get around campus and to visit off-campus locations. The program will also help reduce the number of cars on campus and help to reduce the university's carbon footprint.

UVA's sustainability efforts, with its goal of becoming a net-zero carbon footprint by 2020, will include the use of Zipcar's fleet of cars to reduce the number of cars on campus and to help reduce the university's carbon footprint. The program will also help reduce the number of cars on campus and to help reduce the university's carbon footprint.

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zipcar. where's when you want them.

for everybody for business for universities

where can I drive? join! is zipcar for me? how it works find cars rates & plans

community involvement

Being a Zipcar isn't just about sharing cars. Our members inspire us to reach out into the community and make a difference. We're proud to be working with organizations that are setting examples around the globe.

regional partners

AID FOR AIDS

zipcar has teamed up with AID FOR AIDS International (AFAI) to give up unused medication that will be donated to those without access to life-saving HIV drugs in developing countries. AFAI is a non-profit organization committed to improving the lives of people in developing countries and immigrants here in the US who are living with HIV/AIDS. Their work empowers people living with the disease, as well as their caregivers, and the community at large, by providing access to medications, health education, HIV prevention strategies and advocacy.

AIDS Walk

Help support AIDS Walk New York and join the Zipcar team to help raise money to fight the disease! AIDS Walk New York supports the services provided by the OMHC in addition to other organizations representing the entire spectrum of HIV/AIDS services. Zipcar helps the great cause by donating transportation when it's needed. (Although when it comes time to walk, we park and hoof it. We promise.)

about us

- overview
- mission
- jobs
- team
- awards

live chat

I'm offline [Join a message](#)

Get questions about joining, prices or locations? Type here and click the button above.

Zipcar on Facebook

Become a Fan



Product spotlight: Marketing solutions





Product spotlight: Marketing solutions

SIEMENS

Siemens

Smart Chopper

**The Siemens Smart Chopper's
Destiny is up to You!**

The Siemens Smart Chopper, Orange County Choppers' first custom electric motorcycle featured on American Chopper, is being donated to a charity organization, but which organization it will be is up to you! Since first unveiled in August, the Siemens Smart Chopper has been touring the country, participating in trade shows and events with Siemens. Starting Monday, December 14th, three charities - the American Association for the Advancement of Science, Earth Day Network and Keep America Beautiful - will be competing for online votes to win the Smart Chopper. Voting will be open until April 14th, 2010, so get your votes in today [here](#).

MEDIA CONTACT
Siemens - Caroline Douglas
Tel: 212.358.4049
caroline.douglas@siemens.com

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SHARE

2009 new products: the web based future



Flex Release



Social Media Metrics



Digital Center



IRRoom



SearchMax



WebMax Plus



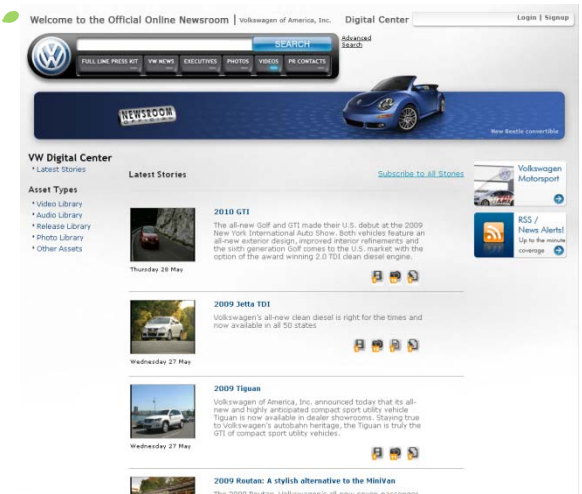
SEO



Mediaroom Product Suite



Interactive Media Player





PR Newswire global team

Ninan
Chacko



Customer
S. Mozarsky



Product
J. Keller



Operations
D. Haapaoja



Audience
K. Dowell



China
Y. Chen



SE Asia
D. Ye



EMEA
L. Ashworth



LATAM
M. Franca



HR
A. Scalpello



IT
J. King



Legal
S. Altschul

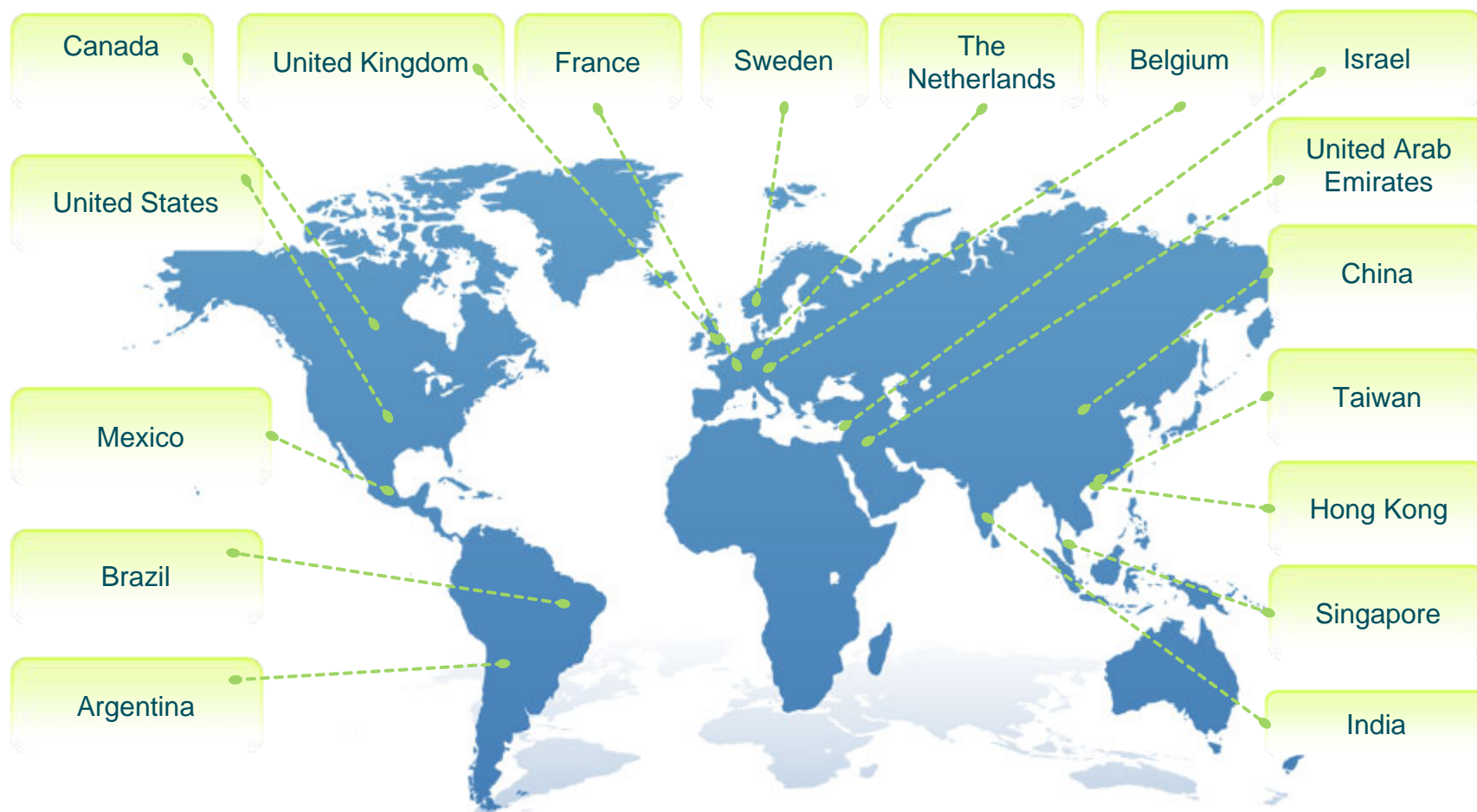


Finance
Open

1,052 employees globally



Global reach



An international presence gives us a competitive advantage in key growth markets

2010 and beyond



Customer Testimonials



As a company that's listed on three exchanges in the UK, Hong Kong, and US Air China needs to communicate its values and brand to the audiences worldwide. Air China has been utilizing PR Newswire's global distribution platform to disseminate text and photo press releases to over 20 countries around the world. And the concerted effort by your team in China has been playing a very positive role in helping us raise Air China's brand recognition internationally. We look forward to more extensive and deeper collaborations with PR Newswire.

Mr. Jing Yingjie, Vice President, Marketing, Air China



“MediaRoom without a question has made things much easier for us around here. We love that our PR Newswire rep is often paying close attention to our promotional activities and offering new and better solutions. She recommended that we try their new multimedia tool, the MultiVu Web Solution, an embeddable, interactive player that includes multiple videos and other multimedia. We have really enjoyed using this fun and interactive communications too and plan to do several more.”

Caroline Douglas, Communications Manager, Siemens Corporation



“Our Shining Example NY Fan Page has hit more than 1000 fans within four hours of launching our campaign, no doubt in large part due to our web solution. We had a soft launch in Dec and amassed about 30-40 fans over the last couple of weeks. So exciting to see such results!”

“It has been just over a month since we distributed this Web Solution and the Shining Example NY Fan Page now has nearly 4,000 fans. Their Web Solution has received 5,965 page views and has been embedded on over 1,500 blogs and social media sites.”

Gayle Nowak, Haggman Advertising



“MultiVu’s MNR technology was instrumental in helping us kick-off our ‘Kick Your Assets Goodbye’ campaign because it enabled us to bring together compelling multimedia content and social media tagging in a single communications platform. Doing so allowed us to build tremendous word-of-mouth interest in the campaign which was instrumental in the Nevada Development Authority garnering widespread online and traditional media attention.”

Cindy Pino, director of public relations for Q ad | pr.

“The MultiVu Multimedia Annual Report was very professionally done. The expertise and capability of the MultiVu operational team was evident throughout the organization. The production piece itself was very well received by our investors. Comments were uniformly very positive about both the quality and content of the piece. Our Investor Relations program has benefitted immensely by having this type of collateral available for our current and prospective investors to view. We very much look forward to working with MultiVu on efforts such as this and other programs in the near and longer term future.”

“We are dedicated to providing our clients with best-in-class service, so it’s important that we work with reliable and efficient vendors that can help ensure all activities are flawless. When we use PR Newswire, our press releases get a significant amount of pick-up, which is powerful for our clients. In addition, ProfNet Opportunities help our team be more efficient and targeted with media outreach. PR Newswire’s team has always been professional, helpful and attentive to our needs, whether it’s quickly turning around a last minute announcement or working with international partners around the world. For PR agencies of all sizes, it’s vital to work with vendors that can be an extension of your team – that’s something PR Newswire has always been able to deliver.”

Matt Rizzetta, Group Director, Dukas Public Relations



“PR Newswire’s editorial and sales teams are terrific. The sales team created a package that worked with my budget, and the editorial team is fast and responsive to my releases.”

Michael J. Zamba, Senior Director of Communications & Public Affairs, PADF



“PR Newswire is more than just a wire service. We use it for media targeting, distribution, tracking, project management and more. It makes everything easier to have all these different services and sources that we need all in one place and to be able to coordinate all of these services through one company which is very responsive to our needs. I have always been impressed with PR Newswire. It not only has an impressive distribution network compared to other services, but PR Newswire continues to come out with intuitive tools for the PR profession that make our lives easier.”

Association of Flight Attendants-CWA

“PR Newswire is an essential part of our communications program because in my one woman shop, it allows me to get the word out across the world with little time involvement.”

Corey Caldwell, Association of Flight Attendants-CWA (AFA-CWA)



“We love working with PR Newswire because we are dealing with people that have the same passion for their work as we do. They are true professionals who help us do our job better and serve our clients better”

“PR Newswire is committed to the success of its clients. Treat them as a partner and ask how they can help you reach your objectives.”

“The Fuel Team support staff was extremely patient in teaching us the ins and outs of the platform and providing us with the flexibility to input information onto the site on our own time. They were also extremely helpful in setting up the MediaRoom portion of our website.”

“Overall, we found the experience of building our website with The Fuel Team to be painless and resulted in a highly functional, showpiece service that we are proud to promote to our clients, prospects and the media.”

“We believe that issuing press releases over PR Newswire affords our clients more credibility and greater media attention. Long-term, this means that they will benefit from better building of brands, sales and corporate reputation.

Henry Feintuch, President, Feintuch Communications

Links

PR Newswire Knowledge Center

- <http://www.prnewswire.com/knowledge-center/>

Notice and Access White Paper

- <http://www.prnewswire.com/knowledge-center/communication-marketing-strategy/Disclosure-White-Paper.html>

Download PR Newswire iPhone & iPad App

- <http://itunes.apple.com/us/app/pr-newswire-news-releases/id365947542?mt=8>

PR Newswire World Cup Page

- http://latest.prnewswire.com/topic/2010_World_Cup

ScottsMiracle-Gro ARC “Love Your Lawn” multimedia campaign

- <http://multivu.prnewswire.com/player/41665-scotts-love-your-lawn/>