Company launches exciting new product/service

Company, one sentence description of company/organisation is today releasing product/service, which description of product/service.

Company representative’s job title name of representative says that the product is/will a statement about the value of this product.

“We are delighted to bring to market positive adjective describing product name of product/service, which will benefit our describe target market,” says last name of speaker.

Company representative’s job title name of representative says (if introducing another speaker). A paragraph of 2-3 sentences which describes the second most significant aspect/fact of new product (if possible, this can be attributed to a third-party – a customer or a partner).

“Quote illustrating why this aspect/fact is/will be beneficial,” says last name of speaker.

Third most important aspect/benefit of new product – such as how long it has been in development, any feature the makes it unique in the market, any awards it (or its predecessors) may have a won. Attributed to first speaker in the release.

“Quote illustrating why this aspect/fact is/will be beneficial,” says last name of speaker.

1-2 sentence conclusion which provides additional facts such as where the product is available, and any additional information such as training that may be required for those purchasing or on-selling (e.g.channel partners) the product.

**About** **Company**

3-4 short sentences about the company/organisation that includes its full name, what it does, anything interesting such as longevity of business or prestigious awards gained, number of employees and/or offices if significant, invitation to visit website.