[**Logo**]

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**[Company Name]**

**[Date]**

**[Headline]**

{*Sub-header: write one sentence about the new product’s standout features.*}

**[Place, date].** [Business Name] launched its [new product] today. [Use a few sentences discussing what the product offers that is new and exciting, how it is different to competitor products, when it will be made available, where it can be bought, and why customers will appreciate it].

“[Quote from the CEO/President/Vice President/Senior marketer about the product],” said [quoted source]. “[Quote continued].”

[Use a sentence to talk about pricing].

**[Sub-header 1: standout feature]**

[A few sentences describing the feature].

**[Sub-header 2: standout feature]**

[A few sentences describing the feature].

**[Sub-header 3: standout feature]**

[A few sentences describing the feature].

**About [Business Name]**

[Two to three sentences on what the business does. Include significant business partners and mission statement].

**Media Contact:**

[Name]

[Job Title]

[Email address]

[Phone number]