



## 25% of Equity clients sign on to Press Release Service

In June of this year, Equity introduced a channel partnership with CCNMatthews wherein all Equity clients were offered a preferential price for press releases under the new Equity Press Release Service.

To date, about 25% of our clients have taken advantage of this offer and are receiving discounts on all their press releases.

We are proud of our collaboration and association with CCNMatthews.

Last year, approximately 60% of Canada's public companies utilized CCNMatthews to distribute their press releases

## Exclusive Alliance between CCNMatthews and Canadian Press



Our channel partner, CCNMatthews, has recently entered into an important and exclusive alliance with The Canadian Press, wherein all CCNMatthews news releases will be distributed to the CP Wire Network providing access to the largest database of individual journalists in the country.



This unrivalled alliance grants news releases transmitted by CCNMatthews direct and exclusive access to the newsroom editorial systems of nearly 700 newspapers, radio and TV stations and web sites across Canada. This is the same network used to deliver CP's own news copy directly into the newsrooms of their members' media outlets. This greatly enhances CCNMatthews' distribution reach, which already extends to thousands of media and financial outlets across the country and worldwide.

**If you aren't with CCNMatthews you are missing coverage.**  
**If you aren't using Equity's Press Release Service you are missing savings.**  
**Call your Customer representative today.**

*"CP has more than 85 years experience in the Canadian news industry...this knowledge of how the media works and what they prefer benefits CCNMatthews clients seeking to communicate with Canadian newsrooms."*

**Eric Morrison, CP President**

*"Benefits to CCNMatthews' clients will be unmatched in the marketplace...with the most extensive IP-based electronic distribution network available in Canada for full-text and photos."*

**Michael Nowlan, CCNMatthews, CEO**

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