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PRESS RELEASE ANNOUNCEMENT

FOR IMMEDIATE RELEASE

<<Insert Company Name>> Introduces New Product and Brief Description of Product>>

<<Insert City>>, <<Insert Country>>

<<Insert Company Name>> has introduced a new product <<insert description of new product>>.

This new product <<insert description>> has the following features, qualities, benefits etc.>>.

<<Insert details of pricing and availability>>

[<<Insert further details e.g. additional features, quotes from staff members, customers, reviews etc.>>]

<<Insert Company Name>> is a provider of goods and/or services>> [and <<insert further details of interest>>]

[NB: If you use more than one page, please repeat this text at the foot of the page.]

Contact:

<<Insert Name>>

<<Insert Address>>

<<Insert Address>>

<<Insert Address>>

<<Insert Address>>

<<Insert Telephone Number>>

<<Insert Email Address>>

<<Insert Website>>

ENDS