New Product or Service

Use this template for announcing a new service you’ll be providing or a new addition to your product line.

FOR IMMEDIATE RELEASE

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

*[Press Release Subhead (One Line Maximum)]*

**[City, State]**: [Company name] today announced [name of new product/service], a new [product/service]. [Name of new product/service] is [description of product/service] and offers a new way for [target customer type] to [benefit or features].

“[Quote from higher-up in the company about the product/service],” says [name], [title] at [company]. “[Additional quote].”

Features and benefits of [product/service] include.

* Benefit or feature #1
* Benefit or feature #2
* Benefit or feature #3

[Product/Service] will be available starting [availability date], at [price point]. For more information on [product/service], visit [URL of product page].

**Boilerplate**: [2-3 sentence description of your company and its main accomplishments/benefits].

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