



Product Update Press Release Template

Use this template to outline your product update in a proven format that explains your product's benefits.

Heading: {product name and new version number} – Now Available

{City, State}{Date}{Company}

{FOR IMMEDIATE RELEASE}

Lead: {key feature and benefit}

New Features

1. {new feature 1: description of feature and benefit}
2. {new feature 2: description of feature and benefit}
3. {new feature 3: description of feature and benefit}
4. {new feature 4: description of feature and benefit}

Pricing and Availability

{Product name} is available now at a suggested retail price of {retail price}. Registered owners of version {old version number} may upgrade to version {new version number} for {upgrade price}. Those purchasing {old version number} after {cut-off date for free upgrade} will receive a free upgrade. {your company} is offering a special introductory price of {discounted intro price} on {product name} from now until {cut-off date for intro price}. Demonstration disks are available for {demo disk price}. To order {product name} or to get a demo disk, call {phone number}.

{Social pitch. Summarize your story in 140 characters and suggest which hashtags to use. Provide your readers with a sentence they want to tweet.}

Twitter Post

<https://twitter.com/AppleSupport/status/1103034247294697472>

About {your company}

{Company info, including awards}. For more information, contact {contact name} at {your company's name, address, phone and fax numbers}.

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