



{Image caption}

# New Product Press Release Template

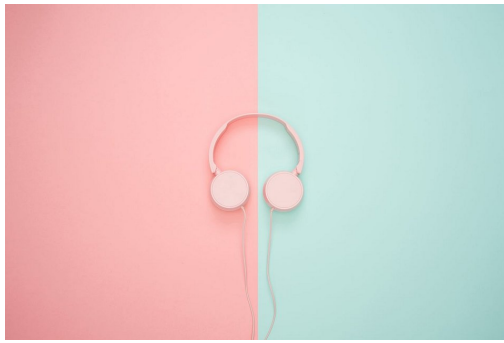
This new product press release template can be used to let everyone know of the launch of your new product.

## {Create a Great ‘Hook’ as Your Headline}

Lead/Subhead: {City, State} - {Company/Corporation} is excited to announce the launch of {product}, a {description of product} that will {basics of what this product will do}. The official launch date for {product} is {Date}.

First paragraph (it needs to be as impactful and engaging as possible):  
{Company/Corporation} believes {product} will {more details about what this product will do, maybe compared to what its predecessors and/or competitors already do}.

{More details about product launch, such as what kinds of marketing will be employed, if there is to be a formal launch ceremony, etc.}.



{Caption}

Download image

{Comparative table}

| Product A | Product B |
|-----------|-----------|
|           |           |

{Quote about your new product}

{Person being quoted – Name, surname, position}

{Boilerplate about company and any prominent individuals involved in this product launch}.



**Name**

Position

Company

email@email.com

Phone

Twitter: [Twitter](#)

Facebook: [Facebook](#)

Linkedin: [Linkedin](#)

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