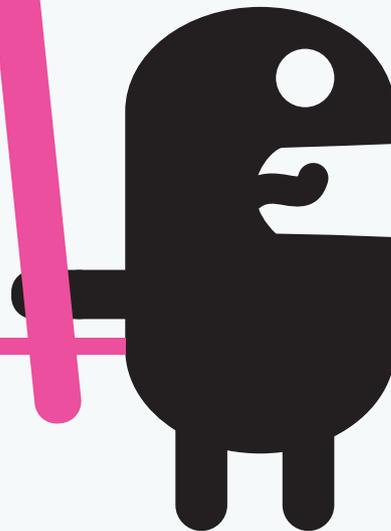


Boost your web presence with cost-effective online PR



Get online exposure for your news
Drive quality traffic to your website
Improve search engine visibility



Why issue news online? The value of web coverage.

Issuing your news release via NeonDrum delivers:

Measurable results:



Your story is seen by a global online audience and is instantly visible via search – delivering a tangible boost in web visitors and enquiries.

Search Engine Optimisation (SEO):



The online coverage NeonDrum generates improves your keyword ranking in Google and other major search engines.

Guaranteed coverage, every time:



We guarantee industry-leading coverage results for your story – measurably better than other newswires.

“Our website activity went up by a factor of 3 during the announcement period, which is great to see.”

Martin Lampard, European Business Development Manager, Sital Technology Ltd.



Benefits for your business.

1

Business customers primarily access news and information online – by guaranteeing online coverage, NeonDrum ensures that your news reaches your target audience.

2

Readers click through from online news to read more about you on your website. Our online news distribution is proven to boost the volume – and quality – of your web traffic.

- Gain an unfair share of voice
- Generate news momentum

How do we do it?

We keyword-tag and manually distribute your news release to a hand-picked list of global online publications, news sites, blogs, forums and social bookmarking sites – generating high quality, targeted coverage.

Measurable results – every time.

We guarantee online coverage for your news release and, if you choose to receive a coverage report, we'll deliver a PDF showing you exactly where your news has been published online, measured 7 days after distribution.

PDF report covering:

- Trade Press
- General News
- Financial/Business Press
- Social Bookmarking
- Blogs/Microblogging

Details include:

- Publication name
- Date of coverage
- Clickable link to online article

- Direct-to-customer reach
- Engage online communities

3

Promote “soft news”. You may have a white paper, a how-to guide, or be participating in a trade show. Online sites will readily publish this news because it delivers value to their communities.

“Our number of registrations went from a moderately disappointing 49 to a very satisfying 110. Many thanks for helping to make what I hope will be a successful event.”

Eddie Murphy, Digital Communications KTN.

NeonDrum
online news release distribution

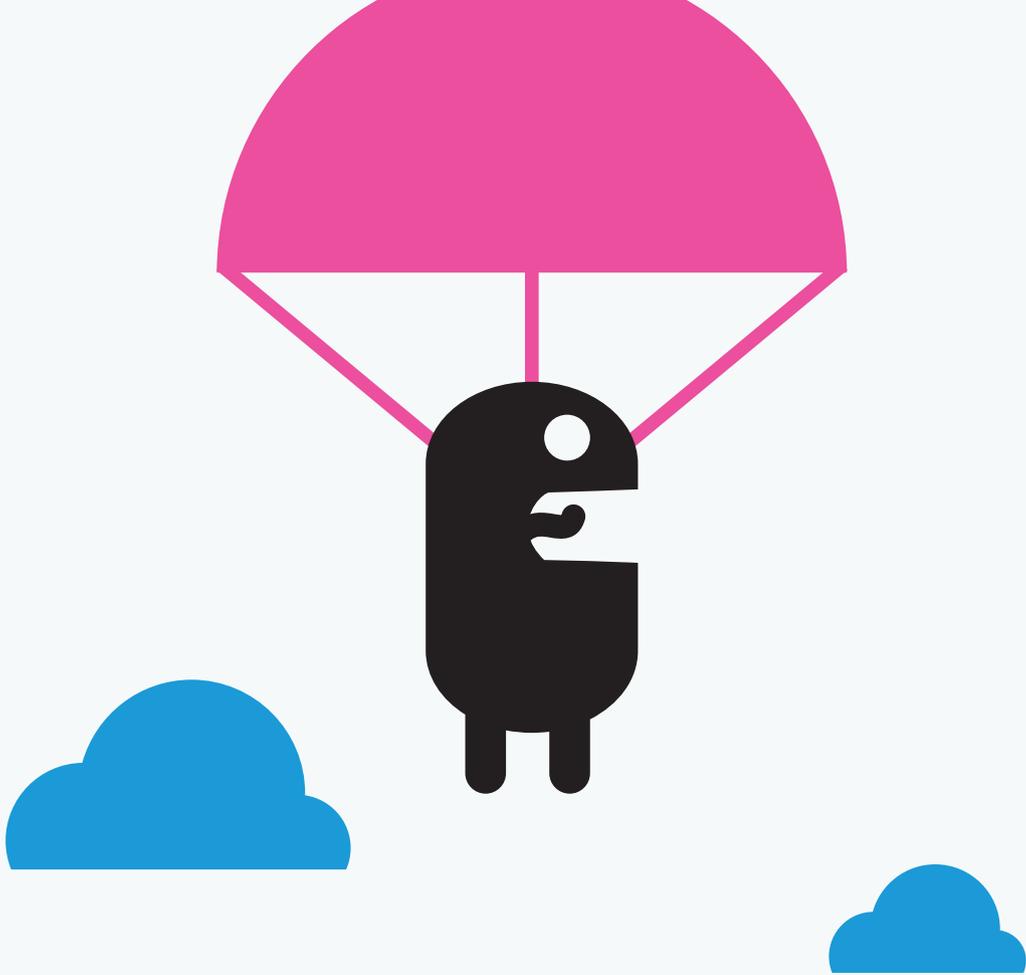
NeonDrum coverage report
Yell.com widget now available on Samsung mobile phones
Date: 23rd September 2009
Total articles: 82

Trade (Telecoms, Mobile Marketing, Gadgets, Computing, Technology):

- Cell Phone Digest, 23-9-09 : <http://www.cellphonedigest.net>
- Cell Phone News 2.0, 23-9-09 : <http://www.cellphonews2.com>
- MoCo News, 24-9-09 : <http://moco.news.net>
- Phone Forums, 23-9-09 : <http://www.phoneforums.org>
- Telecoms Europe, 25-9-09 : <http://www.telecomseurope.net>
- Telecoms Network, 23-9-09 : <http://www.telecoms-network.net>
- Telecom Paper, 23-9-09 : <http://www.telecompaper.com>
- Total Telecom, 23-9-09 : <http://www.totalltel.com>
- Mobile Entertainment, 22-9-09 : <http://www.mobile-ent.biz>
- Design Float, 23-9-09 : <http://www.designfloat.com>
- Coolest Gadgets Forums, 23-9-09 : <http://forums.coolest-gadgets.com>
- Paid Content, 23-9-09 : <http://paidcontent.co.uk>
- Marketing Magazine, 29-9-09 : <http://www.marketingmagazine.co.uk>
- Mobile Marketing Magazine, 29-9-09 : <http://www.mobilemarketingmagazine.co.uk>
- Sphinx, 24-9-09 : <http://sphinx.com>
- Utah Marketing, 24-9-09 : <http://www.utahmarketing.com>
- Gadget Blips, 23-9-09 : <http://gadgetblips.dailyradar.com>
- Gadgetista, 23-9-09 : <http://www.gadgetista.com>
- Computing News, 23-9-09 : <http://home.nester.minsk.by>
- Computer User, 23-9-09 : <http://www.computeruser.com>
- NewGear, 23-9-09 : <http://www.newgear.com>
- The Inquirer, 24-9-09 : <http://www.theinquirer.com>
- ITBackbones Handheld News, 23-9-09 : <http://www.itbandheld.com>
- ITBackbones Gadget News, 23-9-09 : <http://www.itbgadgets.com>
- ITBackbones Cellular News, 23-9-09 : <http://www.itbcellular.com>

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