



Member Services: Distribution of Press Releases

Investorside is committed to bringing value added services to our members. As a cooperative effort, we secured access to Marketwire's Mediahub product suite which provides a distribution vehicle for press releases that is cost efficient and easy to use.

>>Mediahub maintains a database of more than 700,000 media contacts worldwide broken down by type of media as well as industry group.

>>Geographic distribution includes the US, Canada, Europe and the UK or any combination of those.

>>We created standard distribution lists targeting financial services media that include newspapers, magazines, broadcast and online media.

>>There is a customization feature that allows us to create industry specific lists on demand, for example, if the press release contains news that is relevant to the technology industry, we can create a list that targets media outlets specific to technology.

>>Simply create your press release, submit it to us in DOC format with a jpeg of your logo and we will create an HTML file that will be distributed on your behalf.

>>The fee structure is simply \$100 per press release to the standard lists, \$100 for each custom list that is created*

>>We also offer writing and/or proofreading services for an additional \$100 which will be billed to you directly from Investorside.

*Note: These fees compare quite favorably with the more typical \$500-\$600 fee charged by other vendors and are used primarily to recoup the cost of the seat license.