

PROFNET EXPERT ALERTS

SUMMARY

Via our weekly Expert Alerts newsletter, you have the ability to pitch your organization's Expert(s) to the media. As an included benefit of your ProfNet subscription, you may utilize this service component as often as you would like.

Expert Alerts offer a proactive way to gain exposure for your organization, alongside the reactive opportunities you receive with the journalist queries. Alerts should be informational, not promotional, in nature. They cannot be used to promote a company, its products, or its services. Instead, they should focus on an Expert's knowledge and/or opinion on a timely issue or trend, alerting reporters to that Expert's availability for discussion. The more relevant the offered expertise is to the current news cycle, the higher the likelihood of the story being picked up by a journalist.

Strive to include the following in an Expert Alert:

- ✓ A three-to-five sentence pitch for a timely, focused story idea
- ✓ A quotation from the Expert and a brief summary of his/her expertise
- ✓ The Expert's direct contact information (or the contact information of the Expert's media representative)
- ✓ A link to the Expert's ProfNet Connect profile (or online résumé)

DISTRIBUTION

To most efficiently capture media attention, we widely distribute Expert Alerts via multiple channels. They are sent as a press release via PR Newswire's national newswire to thousands of media points across the country, are displayed publicly on PRNewswire.com, and are posted to the PR Newswire for Journalists web site for media use. Additionally, we email them to more than 3,000 subscribing reporters.

Expert Alerts are sent directly to the media in weekly batches according to this schedule:

- Monday** – Business, Finance & Technology
- Wednesday** – Government, Law, Education & Science
- Friday** – Health, Entertainment & Living

PLEASE NOTE: We may adjust this schedule as needed to accommodate breaking news.

SUBMISSION

You can submit Expert Alerts through your online ProfNet account. Log into www.profnet.com and navigate to **Request/Offer Experts** in the main menu, then to the **Offer Experts** subtab.

Your entry must be submitted by 3 p.m. ET one business day prior to the scheduled distribution (see above) in order to be included with that category. For instance, a Health Alert must be received by Thursday; a Business Alert must be received by the Friday prior. The ProfNet Editorial team will contact you for clarifications and final approval before distribution.

EXAMPLES

BUSINESS: Days of Reckoning Loom for Private Equity Purchases

Ronald A. Norelli, chairman with The Norelli Group, a strategy development and management firm specializing in service to private equity groups: "Increasing interest rates, skyrocketing energy prices, too much money chasing, too few good deals and failure to address fundamentally flawed business strategies – all of these factors may be hastening a day of reckoning for private equity fund portfolios. The most recent pressure on these companies comes from the growth and diversification of hedge funds that, owing to their financial firepower, are contributing to increased prices that private equity funds must pay for the best deals. The next 18 months could well become days of reckoning as the threats of higher interest rates, increased energy costs and too much debt exerts pressure on highly leveraged companies in the portfolios of private equity firms." Media Contact: [insert contact info]

SHOPPING: Saving Money for Back-To-School Items by Shopping Online

Brent Shelton of Fatwallet.com, an online shopping source that publishes discounts, giveaways, cash back rewards and more, can talk about how consumers save the most money by shopping online for back-to-school items such as computers, clothing, etc.: "Shopping online for products allows a consumer to not only find the best deals, but to receive rewards they wouldn't receive in the store. They are able to find the best deals on the Web, receive cash back for purchases, enter to win giveaways, etc." Shelton can also talk about online trends during back-to-school season and how Web sites work to find the best deals for the consumer. Media Contact: [insert contact info]

If you require assistance with your Expert Alert submission form, you may contact
the ProfNet Editorial team:

Phone: 800-776-3638

Email: ProfNetAlerts@cision.com