

Drive the conversation and turn your website into a content destination

EasySuite 2.0 gives you the power to build, manage and deliver a content-rich, interactive website presence

It's a new world. Your stakeholders want a single destination where they can find up-to-the-minute, comprehensive information about your company – and interact with you.

If you can create documents using today's popular office software, then you can use EasySuite 2.0 to build, manage and deliver content-rich, interactive online newsrooms, investor centers and other website pages. You can even integrate your organization's social channels and blogs alongside company information to fully maximize stakeholder involvement.

EASE, SPEED AND FLEXIBILITY

- MS Word-like WYSIWYG user interface allows for quick site updates, more direct audience interaction and reduced dependence on IT resources.
- Newswire distribution integration ensures news releases, filings and announcements can post simultaneously on your site upon release, preventing accidental disclosure.
- Unlimited page flexibility gives you complete control over page layout, site structure, text, images and multimedia.

AUDIENCE ENGAGEMENT AND VISIBILITY

- Social tools (blogs, commenting, social sharing) encourage visitor interaction and involvement, improving your website's value as a content destination.
- SEO-friendly URLs facilitate quicker access and encourage search engine visibility.

WORKFLOW MANAGEMENT AND SECURITY

- Multiple user accounts facilitate collaborative content creation.
- User rights and roles allow you to grant publishing permissions and access levels.
- Dark sites let you maintain active pages that are masked from the site map but are quickly available for crisis communications or market-moving announcements.

ANALYTICS AND REPORTING

- Integrated reporting features such as website usage, traffic volume and user activity help you track and measure success.
- Your organization's Google Analytics account can be integrated with your EasySuite 2.0 pages so you see all of your website data in one place.

"When people want to know what's current about an organization, they go to an online media room first."

David Meerman Scott

According to journalists, the most useful information on a corporate website is:

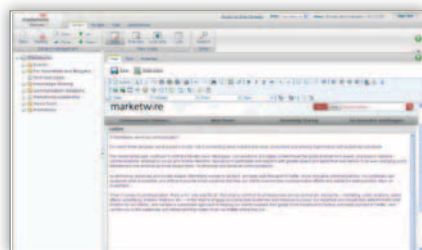
- Contact information (93%)
- Press room/press kits (90%)
- Search capabilities (87%)
- Company backgrounders (75%)
- Publication-quality graphics or photos (72%)

The Arketi Web Watch Survey

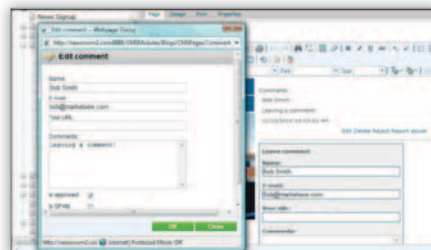


Create dynamic, engaging Web pages with EasySuite 2.0.

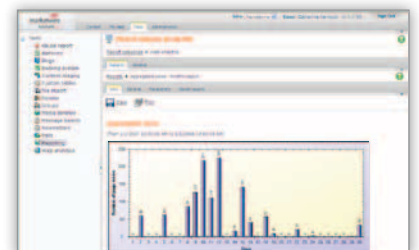
EasySuite 2.0. It's time to get creative.



Enter content



Add interactivity



Track and measure success

EasySuite 2.0: A Powerful Solution Customized to Your Website Content Needs

PRODUCT OPTIONS

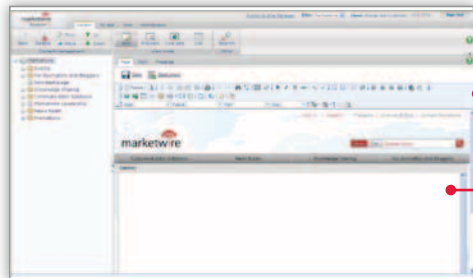
Because EasySuite 2.0 offers a such a wide range of powerful features, Marketwire creates a custom solution to meet each organization's precise needs. From a simple company news page, sign-up form and welcome page to a site with complex content and interactive features, our EasySuite team ensures seamless integration, guiding you through setup and providing support throughout your entire user experience.

Easy PR Service Tier

Marketwire hosts and manages rich content websites with a range of information from press releases and images to "about us" pages, FAQ pages, document libraries and more. Ideal for the busy PR or communication professional, these sites can be built as microsites and connect to your own websites as add-ons, or they can be built as complete, standalone solutions.

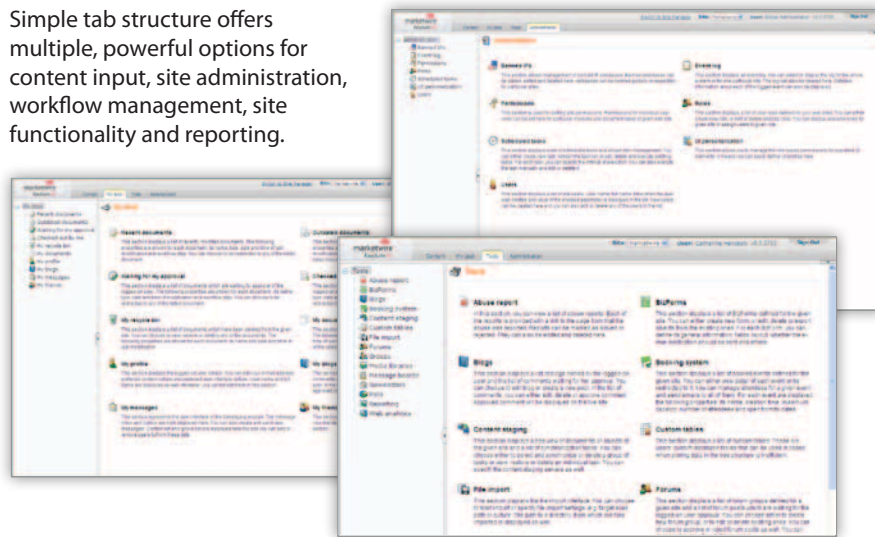
Easy IR Service Tier

EasySuite 2.0 gives investor relations professionals simple-to-use tools to manage and maintain an information resource complete with news announcements, regulatory filings, corporate information, governance documents, shareholder information and integrated third-party data such as stock quotes and financial fundamentals that automatically update.



MS Word-like interface facilitates content input and management.

Simple tab structure offers multiple, powerful options for content input, site administration, workflow management, site functionality and reporting.



EasySuite 2.0: Key Features

■ User-friendly Interface

No HTML knowledge is required, but support is available for those with programming ability.

■ Audience Engagement Tools

Social tools (blogs, commenting, social sharing) improve page value as content destinations.

■ Simultaneous News Distribution Integration

News releases post immediately upon distribution, preventing accidental disclosure.

■ Collaboration and Workflow Support

Multiple user accounts facilitate content creation.

■ Version Control

Change-tracking and activity trails identify when specific changes were made and by whom.

■ User Rights and Roles

Only designated users have access to key approval and publishing functionality.

■ Unlimited Page Flexibility

No limitations or restrictions on type of content; users can maintain complete control over page layout, text, images and multimedia.

■ Analytics and Reporting

Integrated reporting features such as website usage, traffic volume and user activity help companies track and measure success.

■ Full-text Searching

Visitors to an EasySuite-hosted site can search its content for keywords across a broad range of pages – not just press releases or headlines.

■ Multilingual

Multiple copies of a site can be built and maintained in multiple languages – all from within the same interface.

■ SEO-Friendly URLs

Page and story URLs contain keywords and terms within page content, facilitating quicker access and encouraging search engine visibility.

■ Custom URLs

A company can provide its own subdomain (company.MWNNewsroom.com), or directly link from its external site to its EasySuite 2.0-powered site while masking the Marketwire domain.

■ Dark Sites

Pages can be kept active but invisible from the navigation tree of a site, allowing companies to set up "dark sites" for crisis communications or market-moving announcements ahead of time.

For more information, please contact your Marketwire representative or call us toll-free.

www.marketwire.com • US 800-774-9473 • Canada 888-299-0338 • UK 44-20-7220-4500

