



PR.com Announces New Press Release Distribution Enhancements Including Yahoo News

PR.com continues to provide the highest level of service and press release distribution enhancements with these new features: distribution to Yahoo News; File Attachments; PDF Version of the Press Release; enhanced distribution by Industry Distribution Channels and Regional Distribution Channels; Social Bookmarking; and more.

New York, NY, April 16, 2007 --(PR.com)-- PR.com, a leading online [press release distribution](#) newswire and provider of other promotional services, announces several upgrades and enhancements to its press release distribution service. These enhancements provide organizations of all sizes with the ability to more effectively communicate their news to the media, consumers and the world.

Following are descriptions of some of these important press release distribution enhancements and upgrades now available at PR.com:

- Yahoo News

As the #1 visited news website in the world, Yahoo News is a critical outlet at which to distribute one's news. PR.com now distributes [press releases](#) to Yahoo News for those selecting this enhanced Visibility Level for their release.

- File Attachments

Organizations can now attach files to each press release. Attachments such as .gif, .jpg, .pdf, audio or video files, or Word documents, may be uploaded to a press release so that its target audience will have any important, relevant documents available to view and download.

- PDF Version of the Press Release

A PDF Version of the press release is automatically generated and made available for use by the submitting organization or for readers of the press release to download.

- Industry Distribution Channels and Regional Distribution Channels

By default, each press release is distributed globally. However, to enhance the distribution to those seeking industry focused news, each press release may now be additionally distributed according to "Industry Distribution Channels" selected for the release; further, to enhance the distribution to those seeking relevant local news, each press release may now be additionally distributed according to "Regional Distribution Channels" selected for the release.

- Social Bookmarking

Social Bookmarking is a Web 2.0 method of sharing interesting online content. PR.com now provides the ability for people to add a press release to highly trafficked social bookmarking sites, such as Digg and Del.icio.us, among others.

"We are excited to introduce these new press release distribution enhancements to users of PR.com. It is



our goal to continually improve the effectiveness of our service. The most important of this latest upgrade to our service is our distribution to Yahoo News,” says Jason Manheim, President of PR.com. “We are proud to be one of only a few press release distribution newswire services to distribute to Yahoo News, the most visited news website in the world.”

About PR.com:

[PR.com](#) is a unique website where companies can promote literally everything about their [business](#) in a one stop shop business marketplace. A cross between a public relations and advertising entity, PR.com is a directory of businesses, products and services, a press release distribution service, [job search](#) website, and online publication of [articles](#), reviews and celebrity interviews. With a full company profile, each business listed on PR.com has a powerful means by which to generate quality leads as well as gain worldwide and local exposure for all of their products, services and other business information.

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Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/35997>

News Image:

