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**Why Are So Many Marketing and PR Firms Using 24-7PressRelease.com?**

**/24-7PressRelease/** - January 26, 2008 - With all the press release distribution companies out there, one might wonder whether this particular market is saturated. How could another press release company possibly compete? What would they have to offer that is more or better? If you check out 24-7PressRelease.com you'll find an innovative new website, plus superior customer service and leading search engine optimization—all at an affordable cost.

So why send out a press release? An engaging press release with an interesting 'hook' or angle is an excellent way to gain exposure for your product or service and can lead to media interviews with appearances on television and radio stations, and in newspapers or magazines. The objective of a release is to capture the attention of your audience, whether this is your home town, state, province, country or international market, and educate them about your product or service.

Why are so many marketing and PR firms using 24-7PressRelease.com? Part of 24-7PressRelease Newswire's successful distribution is attributed to a partnership with PR Newswire for their Mass Media Distribution package, and in addition to a more user-friendly design, 24-7PressRelease Newswire has made recent alliances with hundreds of content specific partner sites, expanding the reach of news even further for customers. What's more, the new site has enhanced its already fantastic search engine optimization for paid press releases.

24-7PressRelease Newswire offers several levels of press distribution, from free releases to affordable, value-added packages ranging from distribution to RSS feed subscribers and JavaScript feed subscribers right up to Mass Media Distribution. Their Mass Media Distribution package includes press news distribution to a pool of 80,000+ journalists, 4000+ web sites, opt-in journalists that request news to be sent directly to their inbox, plus relevant trade publication editors and sites, such as Yahoo Finance News, MSNBC, The New York Times, USA Today, Ask Jeeves, and Google News through their partnership with PR Newswire.

Some customers have found it works well to use a combination of our Mass Media Distribution package once a month, combined with a lower level of distribution a second time within the same month.

"I use 24-7PressRelease Newswire for all my news releases, paying for the Mass Media Distribution for my most important releases," states Canadian suspense author [\[url="http://www.cherylktardif.com"\]Cheryl Kaye Tardif\[/url\]](http://www.cherylktardif.com) (<http://www.cherylktardif.com>). "Michael Iwasaki contacted me a few years ago, asking if I wanted to try their service to promote my novels and my career as a suspense author. I took them up on their offer and have used their services ever since. 24-7 has even sponsored special events, like my book launch for my bestselling novel Whale Song. When I think of quality, affordable press release services, I think of 24-7PressRelease.com."

About 24-7 Press Release Newswire:

A provider of affordable [\[url="http://www.24-7pressrelease.com"\]press release distribution services\[/url\]](http://www.24-7pressrelease.com) since 2004, 24-7 Press Release Newswire continues to be a leader in the press release distribution industry. The company pays particular attention to the ever-changing search engine optimization industry. 24-7PressRelease.com offers a variety of press release distribution packages, making it affordable for any business.