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**topseos.com launches its February 2008 ranking of top Press Release Distribution firms**

[www.topseos.com](http://www.topseos.com)

**/24-7PressRelease/** - PLYMOUTH, IN, February 05, 2008 - It is only leaders who can rank others in an industry properly; and no one else is better qualified to do this than topsaos.com. By understanding the intricacies of search engine marketing in every form, the site has transformed into a one-stop shop for all things internet marketing.

No matter which method of internet marketing one chooses the bottom line is to reach out to target audiences in the most efficient way possible. Press Release Distribution is an effective way of finding your way to the right search engine ranking.

Press Release Distribution involves both free and paid services and by adopting either form of communication it becomes possible for internet marketers to get in touch with journalists, websites, trade publications and a host of other influential groups. Press releases are distributed with the help of technologies such as RSS feeds, News Syndication and the website of the company. Through this form of communication, you can be in contact with any individual who may have any stakes in the business.

Success, when it comes to the Net, is determined hugely by how visible you are. And being in the spotlight is made easier with the use of press releases with the help of increased media exposure. The important thing is to figure out the newsworthy element of your business and to publicize it in the best way possible.

However, press release distribution is not an activity on its own. It is crucial that your press release strategies are in sync with the rest of your brand's marketing communications.

Here's a list of the top 5 Press Release Distribution firms that have been selected for February 2008:

1. 24-7pressrelease.com - Canada
2. PR Web - Washington
3. PR Worldwide, Inc. - New York
4. Business Wire - New York
5. PR Newswire - New York

A meticulous evaluation process is used to determine which firms deserve top ranking. It is through this careful assessment that the list maintains its integrity. The selection of the candidates is based on the following criterions:

- Distribution of content
- Customized edit options
- A sound database
- Feedback mechanism after edits
- Range of pricing options
- Components of the press release
- Overall efficiency
- Overall performance

Firms that specialize in Press Release Distribution and wish to be considered for the topsaos.com rankings can complete an application by registering as a service vendor and applying for rankings at:

[http://www.topseos.com/option,com\\_register/task,providerRegister/](http://www.topseos.com/option,com_register/task,providerRegister/)

Want to research and evaluate internet marketing firms?

Visit them at [www.topseos.com](http://www.topseos.com)

#### About topseos.com

topseos.com was founded in 2002 by e-ventures and serves to provide the search engine marketing industry and companies with a single source for researching internet marketing vendors as well as a place for internet marketing and service providers to showcase their services. For further information please contact us at 847-327-1159 or via the web at <http://www.topseos.com>