



**Press Release Contact Information:**

Don LaBelle  
IndustrialLeaders.com  
PR Manager  
290 Turnpike Road  
Westboro, MA  
USA, 01581  
Voice: 508-987-1947  
E-Mail: [Email us Here](mailto:don@industrialleaders.com)  
Website: [Visit Our Website](http://www.industrialleaders.com)

**IndustrialPR Launches Specialized Industry Targeted Press Release Distribution Service**

*The B2B and industrial news portal IndustrialPR, has launched a new press release distribution service for manufacturers and exporters of industrial supplies, equipment and machinery seeking to target trade media sources*

**/24-7PressRelease/** - WESTBORO, MA, June 19, 2008 - IndustrialPR, an industry news Web site published by IndustrialCOOP at <http://www.industrialcoop.com/pr>, a division of the Industrial Leaders Group, announced today the launch of its specialized industry-targeted press release distribution service. According to Robert Bryant, spokesperson for the company, the new service enables companies to promote their line of industrial supply products to an international audience of engineers, MRO professionals, manufacturing managers and other industrial buyers.

Bryant said the press release distribution service offered by IndustrialPR includes social networking Web sites, Yahoo and Google news, major newswires, featured articles on IndustrialPR, email news alerts to trade publications and coverage on multiple Web sites within the Industrial Leaders Group such as <http://www.industrialsaver.com/classifieds>, which enables users to post and explore advertisements free of charge.

"IndustrialPR is the only press release distribution site focusing exclusively on the trade media utilizing dozens on industry portals, vertical news websites as well as other B2B and trade media sources," says Richard Milton, Business Director of the company. He added, "Our news is delivered directly to individual email boxes of journalists covering various industries through opt-in distribution and sent in the format they choose."

IndustrialPR also provides hand submitted press release services for companies that prefer more traditional publicity methods targeting trade magazines. The Industrial Sales Publicity Package includes everything from press release writing, trade media selection, photograph reproductions, postage and complete implementation from concept to delivery. Additional details about the press release distribution service is available on the company's Web site at <http://www.industrialcoop.com/publicity.html>

About Industrial PR

IndustrialPR is a free industrial news and press release distribution site for the manufacturing community at <http://www.IndustrialCOOP.com/pr>. The site enables manufacturers and suppliers of industrial products and related services to publish and distribute their press releases to trade media magazines and publications.

IndustrialLeaders.com, the American Industrial Marketplace owns and operates a number of Industrial Directories, Industrial Auctions and Blogs for the manufacturing, construction and engineering communities. Industrial Leaders is utilized by companies looking to buy/sell industrial supplies, equipment, machinery as well as heavy construction equipment in 54 countries with emphasis on North America.