

## ProfNet<sup>SM</sup> Service Update

*ProfNet<sup>SM</sup> is the ultimate PR tool, increasing the visibility of your experts.*

### Features:

- ➔ **Opportunities (formerly Queries)** – questions from journalists seeking commentary from experts interested in increasing visibility.
- ➔ **Expert Alerts (formerly Leads)** – provides a three-sentence story idea that summarizes an expert's perspective on a timely issue or trend and proactively alerts reporters to interested experts.
- ➔ **Daily Topic Alerts (formerly Roundups)** – lists experts who are available to comment on a specific breaking news story.  
  
Expert Alerts and Daily Topic Alerts are distributed via the wire up to 4,000 U.S. news organizations, e-mailed to more than 7,500 registered reporters and posted on the Hot Topics section of PR Newswire for Journalists.
- ➔ **Member Inquiries (formerly Member Items)** – build relationships with other experts.
- ➔ **ProfNet Links** – link to your expert's profile in your news release. Journalists can quickly review information on expert sources, creating added visibility for your organization's experts and increasing the chance your story will be used.
- ➔ **ProfNet Post** – complimentary service to obtain media intelligence, advertise job opportunities, post event announcements and more, at <http://profnetpost.prnewswire.com>
- ➔ **Speaker Service** – identify speaking opportunities for experts by responding to organizers seeking speakers.

### ProfNet<sup>SM</sup> Membership Includes The Ability To:

- Receive Opportunities by e-mail or on the ProfNet Web site
- Submit and use unlimited Expert Alerts and Daily Topic Alerts
- Create and store an unlimited number of experts
- Access and receive notification of new postings on ProfNet Post
- Use 10 ProfNet Links in each news release
- Use the Speaker Service
- Submit a Member Inquiry

