

New Product/Service Press Release Template

[Company Name]

[COMPANY LOGO]

[Name of Media Contact Person]

[Phone Number of Media Contact Person]

[Email Address of Media Contact Person]

[Release Date]

FOR IMMEDIATE RELEASE or **FOR RELEASE**
[DATE/TIME] or **EMBARGOED UNTIL** [DATE/TIME]

**[COMPANY NAME] LAUNCHES [NEW PRODUCT/SERVICE NAME]
TO HELP WITH [CHALLENGE/PROBLEM]**

[Optional: Press release subtitle]

[Date, City, State]—[Company name] is excited to announce its [a short description of the new product/service to help with customers' specific challenge or a problem. Share the most important facts here. Include the WHO, WHAT, WHEN, WHERE, and WHY.]

[Body paragraphs that share background information about why this announcement is significant and relevant to your target audience. You can include your unique value proposition, the key product details and specifics, quotes from an executive or company representative, and statistics and research that support your announcement.]

About [Company name]:

[Include the company boilerplate, which is a paragraph that describes your company and its offerings, achievements, and mission/vision]. For further information, please visit [company website].

[Call to action]

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