# New Business Press Release Template (Word Format)

[COMPANY LOGO]

# **[COMPANY NAME] ANNOUNCES LAUNCH OF [PRODUCT/SERVICE]**

**FOR IMMEDIATE RELEASE**

**[CITY, STATE, DATE]** — [COMPANY NAME], a [BRIEF COMPANY DESCRIPTION], today announced the official launch of its [PRODUCT/SERVICE NAME], designed to [PRIMARY BENEFIT/PURPOSE].

### **About the Launch**

[COMPANY NAME]'s new [PRODUCT/SERVICE] addresses [PROBLEM/MARKET NEED] by providing [KEY FEATURES AND BENEFITS]. The company developed this solution after [BRIEF DEVELOPMENT STORY OR RESEARCH INSIGHTS].

"[QUOTE FROM CEO/FOUNDER ABOUT VISION AND EXCITEMENT FOR LAUNCH]," said [FULL NAME], [TITLE] of [COMPANY NAME]. "We believe [PRODUCT/SERVICE NAME] will [IMPACT STATEMENT FOR INDUSTRY/CUSTOMERS]."

### **Key Features and Benefits**

[PRODUCT/SERVICE NAME] offers:

* [FEATURE 1]: [BENEFIT EXPLANATION]
* [FEATURE 2]: [BENEFIT EXPLANATION]
* [FEATURE 3]: [BENEFIT EXPLANATION]

### **Availability**

[PRODUCT/SERVICE NAME] is available starting [LAUNCH DATE] through [DISTRIBUTION CHANNELS - WEBSITE, STORES, ETC.]. [PRICING INFORMATION IF APPLICABLE].

### **About [COMPANY NAME]**

[COMPANY NAME] was founded in [YEAR] with a mission to [COMPANY MISSION]. Based in [LOCATION], the company specializes in [COMPANY SPECIALTY/INDUSTRY]. [1-2 SENTENCES ABOUT COMPANY ACHIEVEMENTS OR PHILOSOPHY].

### **Media Contact**

[CONTACT NAME]
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