

Pressat Extends 14-Year Partnership with UK National News Agency PA Media

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Manchester, UK – Pressat, the Manchester-based press release distribution platform, has extended its long-standing 14-year partnership with PA Media, the UK and Ireland's national news agency.

The renewed collaboration allows Pressat customers to further enhance the reach of their press release campaigns through expanded distribution across the PA Media Newswire and Press Release Hub.

PA Media, formerly the Press Association, has been a trusted source of real-time, accurate news since 1868. National and regional media outlets across the UK rely on its services for timely and credible journalism.

"We entered into a partnership 14 years ago, which was a significant milestone for us and has enabled our customers in the UK and internationally to effectively disseminate their news to key media outlets nationally, locally, and regionally via PA Media — the UK's most trusted source of daily agenda-setting news," said Alison Lancaster, CEO at Pressat Newswire.

"We're delighted to continue and strengthen our partnership with Pressat, ensuring that clients can now combine the benefits of the newswire and online hub for text and visual content distribution," said Alan Marshall, MD, PR and Marketing Services at PA Media.

About Pressat

Founded in 2010 in Manchester, Pressat has grown into one of the UK's leading press release distribution services. It offers a cost-effective communications platform for businesses of all sizes, helping them reach journalists, editors, and publications. Pressat's distribution network spans over 170 countries and supports more than 40 languages.

About PA Media Group

PA Media Group comprises a diverse portfolio of specialist media companies, spanning news & information, technology, and communications services.

Its flagship brand, PA Media, is the UK and Ireland's leading news agency. Alongside PA Media, the Group is also the parent company of content library, Alamy; strategic creative agency, Sticky; social media consultancy, Hydrogen; video streaming business StreamAMG; Podium; PA Media Academy; PA Mediapoint; PA Media Assignments and PA TV Metadata.

PA Media Group has 20 shareholders, made up mainly of UK news and media businesses. The largest shareholders include DMGT plc, Informa plc, News UK plc and Reach plc.

<http://www.pamediagroup.com>

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