

[COMPANY LOGO]

FOR IMMEDIATE RELEASE

[Company Name] Launches [Product Name] to [Solve Key Problem]

[Subheadline highlighting the product's primary value proposition — under 120 characters]

CITY, State, Month Day, Year /PRNewswire/ — [Company Name], [brief company descriptor], today launched [Product Name], a [product category] designed to [primary benefit]. [One sentence on why it matters to the target audience].

The Problem

[Describe the problem or gap in the market that this product addresses. Include relevant statistics or pain points that resonate with your audience.]

The Solution

[Explain how the product solves the problem. Describe the core functionality and what makes it different from existing solutions.]

Key Features

- [Feature 1]: [Brief description of the feature and its benefit]
- [Feature 2]: [Brief description of the feature and its benefit]
- [Feature 3]: [Brief description of the feature and its benefit]
- [Feature 4]: [Brief description of the feature and its benefit]
- [Feature 5]: [Brief description of the feature and its benefit]

"[Quote from CEO or Product Lead about the vision behind the product]," said [Full Name], [Title] at [Company Name]. "[Second sentence about what this means for customers.]"

Pricing and Availability

[Product Name] is available starting [date] at [price/pricing model]. [Where to purchase or sign up.] [Any introductory offers or early-access details.]

About [Company Name]

[Company Name] is a [what the company does] founded in [year]. [Mission/core offering.] [Traction/credibility.] For more information, visit [website URL].

Media Contact:

[Full Name]

[Title]
[Company Name]
[Email]
[Phone Number]

###