



Press Advantage Reveals How Named Expert Attribution Helps AI Assistants Quote Brands With Confidence

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Jeremy Noetzelman, Chief Executive Officer of Press Advantage, reports that press releases opening with a named spokesperson, a defined role, and a single concrete claim generate substantially more attributable quotes in AI-generated answers than releases written in an anonymous corporate voice. According to Noetzelman, releases that name a real person and title within the first two sentences give AI assistants a clear entity to cite, while unattributed statements from an unnamed brand voice frequently go unquoted.

The finding addresses a growing concern among mid-market brands and agencies optimizing for AI search visibility. As AI assistants increasingly summarize and cite source material, the manner in which a press release presents its speaker has become a determining factor in whether a brand appears in machine-generated answers. Press Advantage, a press release distribution service, has observed that attribution structure influences citation outcomes independently of technical measures such as structured-data embedding.

"AI assistants look for a clear answer to a simple question: who said this, and what is their authority to say it,"

said Noetzelman. "When a release names a spokesperson, states a title, and pairs that with one concrete claim, the assistant has everything it needs to quote the brand accurately. A vague corporate voice leaves the system with nothing specific to attribute, so the statement often disappears from the answer."

The distinction matters because AI systems weigh entity clarity when deciding what to surface. A release that concentrates identifiable entities early, including the company name, the speaker, and a measurable claim, presents a higher density of citable material. Noetzelman notes that this approach differs from writing-standards guidance and from structured-data techniques, focusing instead on the human attribution placed in the opening lines.

To help brands apply the practice, Press Advantage offers a short attribution checklist that can be copied into any release. First, name the person who is speaking. Second, state that person's title or role so authority is established. Third, include one concrete claim rather than a general statement. Fourth, add a proof point, such as a number, a date, or a specific outcome, that supports the claim. Releases that satisfy all four elements in the opening give AI assistants a self-contained, answer-ready statement.

Noetzelman adds that the strongest results come from restraint rather than volume. "Brands often try to load a release with many voices and claims," he said. "A single named expert with one supported claim is easier for an AI assistant to lift and cite than a paragraph of competing messages. Clarity in the lead is what makes a brand quotable."

The guidance is available through Press Advantage on LinkedIn, where the company regularly publishes material on press release practices and AI visibility. Press Advantage encourages brands and agencies to review their existing templates against the attribution checklist before their next distribution.

Press Advantage is a full-service press release distribution service operated by Velluto Tech Incubator. The company writes and distributes news releases for organizations of all sizes to major news outlets and their affiliates, and provides SEO promotion, dynamic reporting, video and image support, and US-based account representatives.

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