



Press Advantage adds GoMedia Network and Leverages Blockchain PR Syndication Verification Technology from PRVerified

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Press Advantage, the leading done-for-you SEO and Brand Management Press Release Distribution service, is announcing a major upgrade to its distribution network with the addition of the GoMedia Network and the integration of PRVerified. PRVerified is a blockchain-based proof of syndication solution provided by PRConnect that brings unprecedented online transparency at the point of syndication.

Comprised of over 100 branded local media sites throughout the United States, the GoMedia Network is further enhanced by PRVerified which provides readers with ready access to both the syndicated copy of the press release and the original source copy.

The initial hash of the release is posted on the blockchain and can be rehashed through an intuitive, single-click interface to check for a match. The immutability of the blockchain enables Press Advantage to provide this level of irrefutable verification at the point of syndication to all Press Advantage clients for no additional cost.

"The integration of GoMedia and PRVerified further solidifies Press Advantage's commitment to providing exceptional service and innovative solutions to our customers. Our distribution network was already best in class, and the addition of GoMedia provides a much broader local footprint, driving extra relevancy to each of our clients. We expect to see significant improvement for local businesses that leverage press releases for better Google Maps rankings or to enhance their online brand reputation," said Jeremy Noetzelman, CEO of Press Advantage.

PRVerified uses the SHA-256 one-way cryptographic hash function to tokenize the original instance of the press release. Rather than storing the hashes in a private database, PRVerified leverages blockchain's inherent transparency and decentralization to store and share the hashes on the publicly accessible Peercoin blockchain. Integration with Peercoin is free, and does not require any investment.

"By leveraging blockchain technology with PRVerified, Press Advantage aims to set new industry standards for trust, transparency, and accountability in press release distribution. We hope that all of our competitors will follow suit and adapt PRVerified technology for their services," added Mr. Noetzelman.

"PRConnect welcomes the opportunity to work in tandem with Press Advantage to fast track the development of new products and services," said Wing Yu, CEO of PRConnect. "We believe that blockchain technology and AI will revolutionize the press release industry by changing each and every aspect of the content syndication workflow."

PRVerified is now available for all of PRConnect's clients and can be activated within one business day. It can also be accessed as a widget associated with the press release's GUID and deployed on any Web2 site or Web3 dApp.

About Press Advantage

Press Advantage is a full-service press release distribution service provider, focused on providing SEO and Reputation Management press releases for agencies and companies across the globe. The company is composed of an elite team of marketing and SEO experts from Velluto Tech Incubator.

Positive reviews and recommendations from their clientbase have made Press Advantage one of the most reputable PR distribution companies in the US. For more information, please visit www.pressadvantage.com.

About PRConnect

PRConnect is a leading content syndication and amplification firm that provides reliable service, innovative technology, and custom solutions, to help wire services and content marketers reach and engage audiences. For more information, please visit www.prconnect.com.

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