Press Advantage Empowers Startups with AI-Assisted Media Distribution Platform

November 05, 2025

Las Vegas, NV - November 05, 2025 -
Press Advantage, a Las Vegas-based press release distribution service, has enhanced its platform to address a critical challenge facing early-stage companies: establishing media credibility before securing investor funding. The company's AI-assisted press release system now enables startups to achieve widespread media visibility across more than 500 news outlets within 30 days, providing the online credibility increasingly demanded by venture capitalists and angel investors.

The enhanced service addresses a fundamental barrier in startup fundraising. Research indicates that investors spend an average of 3.5 minutes reviewing pitch decks, with many conducting immediate online searches to verify company legitimacy. Startups lacking substantial media presence often struggle to progress beyond initial screening, regardless of their business model's merit.

Press Advantage leverages artificial intelligence to streamline the press release creation and distribution process, making professional media coverage accessible to bootstrapped startups that traditionally could not afford enterprise-level public relations services. The platform combines automated distribution technology with human editorial oversight to ensure quality standards while maintaining cost efficiency.

"Startups face a credibility paradox where they need funding to build visibility, but require visibility to attract funding," said Jeremy Noetzelman, spokesperson for Press Advantage. "Our platform democratizes access to media distribution channels that were previously reserved for well-funded companies. When a potential investor searches for a startup and finds coverage on recognizable news sites, it fundamentally changes the conversation from proving legitimacy to discussing growth potential."

The service includes distribution to major media properties including ABC, NBC, CBS, and FOX affiliate stations, along with digital platforms such as Yahoo Finance and Digital Journal. Each press release undergoes review by US-based editors before distribution, ensuring compliance with journalistic standards required by news outlets.

Press Release Distribution by Press Advantage includes several features specifically designed for resource-constrained startups. The platform provides keyword optimization tools developed over five years of search engine research, enabling companies to improve their organic search visibility. Additionally, the service includes retargeting pixel capabilities, allowing startups to continue marketing to journalists and readers who engage with their press releases.

The company reports serving over 16,000 businesses since its founding in 2011 by parent company Velluto Tech Incubator. Recent platform improvements focus on reducing the time between submission and publication, with most releases appearing across news networks within 24 to 48 hours.

"The investment landscape has evolved significantly over the past decade, with due diligence increasingly conducted online before first meetings occur," added Noetzelman. "Startups that establish consistent media presence through pressadvantage demonstrate market engagement and professional communication capabilities that resonate with sophisticated investors."

The platform also provides comprehensive reporting features, including dynamic updates showing each outlet that publishes submitted content. This transparency allows startups to document their media reach when preparing investor presentations or grant applications.

Press Advantage operates as a division of Velluto Tech Incubator, a software development company specializing in cloud-based marketing solutions for small and medium-sized businesses. The company maintains operations in Las Vegas, Nevada, with a distributed team of writers and editors across the United States.

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