Press Advantage Expands Automated Press Release Services for Public Companies Seeking Market Transparency

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Press Advantage, a leading press release distribution company, announces enhanced automated press release capabilities specifically designed to help public companies maintain consistent investor communications and strengthen market confidence through verified, transparent reporting.

The expansion addresses growing demand from publicly traded companies seeking reliable, automated solutions for maintaining regular communication with shareholders and the investment community. By providing centralized media rooms and automated distribution systems, the service enables companies to establish a consistent presence across major financial news outlets while maintaining the transparency standards required by public markets.

"Public companies face unique challenges in maintaining timely, accurate communication with multiple stakeholder groups," said Jeremy Noetzelman, CEO of Press Advantage. "Our automated systems ensure that material information reaches investors through verified channels, creating a central source of truth that builds confidence in the market. When shareholders know they can rely on consistent, professional

communication from the companies they invest in, it strengthens the entire investment ecosystem."

The enhanced service includes distribution to financial newswires such as Yahoo Finance and NASDAQ, alongside placement in hundreds of news outlets including local ABC, NBC, CBS, and FOX affiliates. This comprehensive approach ensures that company announcements reach both institutional and retail investors through their preferred news sources.

Press Releases by Press Advantage now incorporate advanced features specifically tailored for public company requirements, including dynamic reporting systems that track publication across all outlets, SEO optimization for improved visibility in financial searches, and professional media room creation that serves as a permanent archive of company communications.

The automated system addresses a critical need in corporate communications, where timing and accuracy are essential for regulatory compliance and market confidence. Companies using the platform can schedule releases in advance, ensuring that quarterly earnings, material changes, and other required disclosures reach the market promptly and through appropriate channels.

Transparency in corporate communications has become increasingly important as investors demand more frequent and reliable updates from the companies in their portfolios. The centralized media rooms provided by the service create an authoritative repository where investors, analysts, and media professionals can access historical releases, financial reports, and company updates in one location.

The platform's automation capabilities extend beyond simple distribution, incorporating professional writing services from US-based journalists who understand the specific requirements of financial communications. Each release undergoes editorial review to ensure compliance with disclosure standards while maintaining the clarity and professionalism expected in investor communications.

Press Advantage has served over 16,000 businesses since its founding in 2013, developing specialized expertise in both traditional press release distribution and the unique requirements of public company communications. The company operates from Las Vegas, Nevada, as part of Velluto Tech Incubator, which has focused on building cloud-hosted software solutions for business communications since 2011.

The enhanced automated services represent a significant development in how public companies manage their investor relations and media presence, providing tools that ensure consistent, professional communication while reducing the administrative burden on corporate communications teams.
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For more information about Press Advantage, contact the company here:Press AdvantageJeremy Noetzelmansupport@pressadvantage.comPO Box 29502 #84699Las Vegas, NV 89126

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