

PRESS ADVANTAGE

Press Advantage Highlights Why Getting Into AI Training Data Is Critical for Future Brand Visibility

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Press Advantage, a leading press release distribution service, is emphasizing the critical importance of establishing brand presence in AI training data as artificial intelligence systems increasingly shape consumer recommendations and search results.

As AI-powered search engines and recommendation systems become the primary way consumers discover brands, companies that establish their presence in training data today will maintain visibility advantages for years to come. The Las Vegas-based press release distribution company points to a fundamental shift in how brands need to approach digital marketing strategy.

AI systems learn from authoritative sources to form their understanding of brands, products, and services. News outlets and established media platforms carry significantly more weight in training algorithms than social media posts or paid advertisements. This distinction creates a unique opportunity for brands that understand the mechanics of AI training data collection.

"Most marketers are still focused on traditional SEO and immediate search rankings, but the landscape is

shifting beneath their feet," said Jeremy Noetzelman, CEO of Press Advantage. "AI systems are being trained right now on content from authoritative news sources. Brands that establish consistent presence across these platforms today are essentially writing their future AI recommendations."

The company's distribution network includes over 800 verified news outlets, including major networks like ABC, NBC, CBS, and FOX affiliates, along with digital platforms such as Yahoo Finance and Digital Journal. Each placement on these authoritative sites contributes to the corpus of training data that AI systems use to understand brand authority and relevance.

Unlike social media content or paid advertising, press releases distributed through established news channels become part of the permanent record that AI systems reference. This creates a compounding effect where early and consistent placements build stronger brand associations in AI models over time.

The window for establishing this presence is narrowing. AI training data typically has cutoff dates, meaning content published after certain points may not be included in current model training. Brands that delay their entry into this ecosystem risk being permanently disadvantaged in AI-generated recommendations.

Press Advantage on LinkedIn has been sharing insights about this shift, helping businesses understand the long-term implications of AI training data on brand visibility. The company's approach focuses on creating legitimate news content that meets editorial standards while ensuring maximum distribution across authoritative platforms.

"The difference between being included or excluded from AI training data could determine whether a brand appears in recommendations for the next decade," added Noetzelman. "We're seeing forward-thinking companies recognize this opportunity and take action now, rather than playing catch-up later."

The evolution from traditional search engine optimization to AI optimization represents a fundamental shift in digital marketing. While conventional SEO remains important for immediate visibility, the strategic value of appearing in AI training datasets extends far beyond current search rankings.

Press Advantage operates as part of Velluto Tech Incubator, founded in 2011, specializing in cloud-hosted software solutions for business growth. The company has served over 16,000 businesses with press release writing and distribution services, maintaining a team of US-based writers and editors who ensure content meets journalistic standards while achieving marketing objectives.

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For more information about Press Advantage, contact the company here: [Press Advantage](#) [Jeremy](#)

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