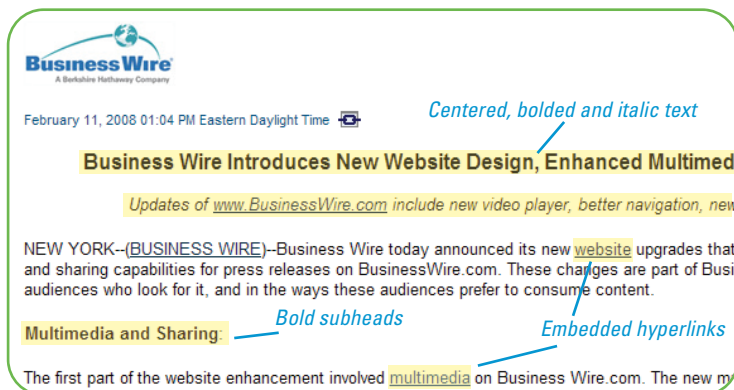


Stylise and optimise your news for a better looking, smarter release. XHTML retains key features from your original document that enhance the look, feel and functionality of your news.

## Stylise your News: XHTML



Business Wire is the first wire service to distribute your news using XHTML (eXtensible Hypertext Markup Language), allowing you more control over the look and feel of your news: You can embed hyperlinks behind your keywords, present wider earnings tables and include underlines, bullets and superscript notations for a better end-user experience.

These features can play a key role in the search engine rankings of your news. Appropriate hyperlinks and relevant formatting such as bolded keywords and bulleted highlights in your news release may enhance the search engine optimisation (SEO) and visibility of your news.

### Reach the Widest Web Audiences

Your XHTML-formatted press release will appear with its links and style features intact on Yahoo! Finance, Google News and dozens of other news and financial information sites.

### Key Features

Key features of your press release using XHTML include:

- ▶ **Bold, Italic, Underlined text**
- ▶ Wider financial tables which can be copied and pasted into spreadsheet programs (see reverse for example)
- ▶ Control Text Alignment: Centered headlines and subheads
- ▶ Bullet Points
- ▶ Hyperlinked Keywords/Anchor Text
- ▶ Superscript/Subscript
- ▶ Special Font Characters (e.g. © and ®)
- ▶ Unique Language Font Characters (e.g. é, ö, and ß)

### Guidelines

Please consult Business Wire for style guidance and tips. Avoid more than seven SmartLinks per release. Business Wire reserves the right to refuse releases that use excessive formatting. Business Wire XHTML displays only on sites that accept this format, such as BusinessWire.com.

### Using These Features

To utilise these style features, simply create your press release in your preferred software program. Include bullets, bold or superscript text, hyperlinked keywords and other features. Submit this document via Business Wire Connect during your order placement. Your style features will be retained when your press release is transmitted.