

## **VIP Wire offers resource for posting press releases** [www.vivaVIP.com](http://www.vivaVIP.com)

London, Online Information 2004 (30 November 2004). Information companies can now post their press releases, for free, at the VIP Wire in the knowledge that they will be viewed by a target audience. The Wire offers companies a simple but effective way of ensuring that their news will be read by the VIP community, many of whom are large purchasers of business information. Users can also sign up to receive Wire Digests, by email, every week.

Part of FreePint, VIP offers four services:

- VIP, a monthly subscription-based title that includes in-depth comparative reviews of electronic business information products
- VIP Eye, a subscription title, published twice a month, which monitors and analyses what's happening in the business information sector, as well as providing news of new products
- VIP Wire, a resource for press releases from information companies and open to all
- VIP Lounge, a discussion forum open to all

Posting releases is very simple. However, if you prefer your releases to be posted for you, please send a copy of the release and a note indicating permission to post on your behalf, to Pam Foster, Editor, VIP at [pam.foster@vivavip.com](mailto:pam.foster@vivavip.com).