[YOUR COMPANY NAME]

[YOUR COMPANY SLOGAN]

[YOUR ADDRESS]

[YOUR ADDRESS 2]

[YOUR CITY],

[YOUR STATE/PROVINCE]

[YOUR Postal CODE]

[YOUR PHONE NUMBER]

[YOUR WEBSITE ADDRESS]

FOR IMMEDIATE RELEASE

**TYPE HEADLINE HERE**

**Type sub-headline here**

**City, Province [DATE] – [YOUR COMPANY NAME]**, the makers of **OR**a leading provider of [SPECIFY PRODUCT OR SERVICE], today announced they have extended their **OR** it has extended its distribution channel through a new agreement with [DISTRIBUTOR], [SHORT DISTRIBUTOR DESCRIPTION].

Effective immediately **OR** as of [SPECIFY CONTRACT START DATE], the agreement entitles [DISTRIBUTOR] the rights to distribute **OR** resell [YOUR COMPANY NAME]'s [PRODUCT/SERVICE], in [SPECIFY GEOGRAPHIC MARKET OR SALES TERRITORY]. Through [DISTRIBUTOR]’s network of [STORE OUTLETS OR PARTNERS], [YOUR COMPANY NAME] will be able to strengthen its presence in the [SPECIFY] market. [DISTRIBUTOR] presently distributes **OR** resells [PRODUCT/SERVICE #1], [PRODUCT/SERVICE #2] and [PRODUCT/SERVICE #3], in [LIST TERRITORIES].

“[DISTRIBUTOR]’s network will definitely provide us with the market penetration needed to reach our full sales potential. [YOUR COMPANY NAME] has considered many distribution partners and we are confident that [DISTRIBUTOR]’s [SPECIFY DISTRIBUTOR’S KEY STRENGTHS/CHARACTERISTICS] will help us leverage our position in the [SPECIFY] market,” said [NAME], [TITLE].

[COMPANY’S PRODUCT/SERVICE DESCRIPTION, include key benefits, if it is a source of competitive advantage, why product/service is unique]. [QUOTE FROM DISTRIBUTOR, why collaborating makes good business sense].

**About [YOUR COMPANY NAME]**

Founded in [DATE], [YOUR COMPANY NAME] is the maker of the popular [SPECIFY]. Its [PRODUCT/SERVICE] is known for [SPECIFY]. The company’s mission is to [SPECIFY]. [YOUR COMPANY NAME] currently serves over [NUMBER] clients in [SPECIFY REGION OR MARKET] and employs [NUMBER] people in the greater [CITY] area. It has won numerous awards for its [PRODUCT/SERVICE]. For more information about [YOUR COMPANY NAME], visit its website at [[YOUR WEBSITE ADDRESS]](http://www.company.com/).

**About [DISTRIBUTOR]**

[DISTRIBUTOR] owns a wide network of [SPECIFY]. [DISTRIBUTOR] is known for [SPECIFY]. [DISTRIBUTOR] distributes [SPECIFY PRODUCTS] in [SPECIFY WHERE]. The company’s mission is to [SPECIFY]. For more information about [DISTRIBUTOR], visit its website at [http://www.distributor.com](http://www.distributor.com/).

**For more information, please contact:**

**[NAME] / [TITLE]**

[YOUR COMPANY NAME]

[YOUR ADDRESS]

[YOUR ADDRESS 2]

[YOUR CITY],

[YOUR STATE/PROVINCE]

[YOUR Postal CODE]

Phone: [YOUR PHONE NUMBER]

Fax: [YOUR FAX NUMBER]

Email: name@company.com