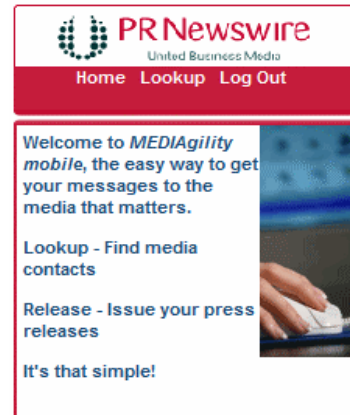


## CASE STUDY

### MEDIAgility – PR Newswire

#### Background and Client Objectives

PR Newswire wanted to create a new pay-as-you-go press release service to enable SMEs to take advantage of PR Newswire's network of almost half a million journalists, quickly and easily online. Roundpoint was asked to develop MEDIAgility in the knowledge that it could provide a service which would work over both mobile and PC. PR Newswire chose Roundpoint because of their track record in delivering high quality internet solutions, particularly for companies from within the media and marketing sectors.



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#### Roundpoint's Solution



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Roundpoint created a service to enable press officers to send press releases to journalists all over the world on a pay-as-you-go basis. MEDIAgility allows a press officer to create a press release in either Word or online, attach a logo and build and maintain a list of precisely targeted journalists.

Press releases can be approved by another member of staff and then released to the chosen list of journalists. The service is cross platform allowing some functions, such as looking up journalists contact details, to be accessed from the mobile as well as the web. MEDIAgility can be accessed at <http://mediagility.prnewswire.com>.

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