
PRESS RELEASE 101

Learn about Press Release Format and Distribution
from Press Release Examples

Presented by NASDAQ OMX GlobeNewswire

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INTRODUCTION

This document is intended for the novice PR person, someone new to the press release process. If you are more experienced, we recommend two other documents on our website:

- [“SEO Press Release Writing Tips and Distribution Service”](#)
- [“How-to Guide for Optimizing Press Releases”](#)

WHAT IS A PRESS RELEASE?

According to Wikipedia, a press release, which can also be called a news release, media release, press statement or video release, “is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy.” The “news media” makes your news available to the public. It includes online sources, such as online sites and blogs; print media, such as newspapers and magazines; and broadcast media, such as radio and television.

It seems that press releases have always existed, but they actually originated in the early 20th century when Ivy Lee issued a statement on behalf of the Pennsylvania Railroad to report on a train crash. His “press release” was appreciated so much that people came to understand the value of writing and distributing news in a timely fashion. Today literally thousands of press releases are issued every day.

WHEN SHOULD YOU ISSUE A PRESS RELEASE?

If you work for a public company, press releases are required for certain corporate events, such as reporting financial results, announcing corporate appointments and other events. If you work for a privately-held company, you have more discretion about when to issue press releases. The most important factor in considering whether to issue a press release or not is to ask the question: “Is this information newsworthy?”

A new product is newsworthy. An update to an existing product is most likely not newsworthy, unless it includes noticeable new features. A partnership is interesting. An update to your website is not newsworthy. Yes, it took a major effort for your company to complete this task, but really, no one but your team cares.

WHAT RESULTS CAN YOU EXPECT?

When you decide to create a press release, you probably have some results in mind. In the following section we touch on “optimizing” press releases, which refers to placing appropriate keywords in strategic spots in the press release. If optimized correctly, your press release will most likely achieve at least some of the results you intended. When you search for your keywords in Google News, Yahoo! News and Bing News, your press release will appear at the top of their results for at least the first day, maybe longer. Your press release will be picked up by many online sites and perhaps some print media.

We will discuss later in this document how you distribute your release for visibility and how to measure results in an analytical way.

Press Release Format

Regardless of the type and content of a press release, they all have a very similar format. They all have a headline, some have a subhead, and they all have content.

Depending on the type of press release, the content will vary but, in most cases, will contain descriptive text, a quote or two, three or four links, a boilerplate and contact information.

How long or how many words should a press release be? There is no set answer to that. If you have a compelling message and it is fairly lengthy and you feel you can keep the reader interested, then it can be 500 or more words. If you have a rather basic message to get across and just need to get the news out, then it can be under 500 words. There is no set length for a press release. One thing to remember is that people may start to read your press release and not finish, so it’s always best to get your most important information up front.

Throughout this section, as we describe the components of a press release, you will probably want to refer to the “Press Release Examples” section at the end of this document to see how the various components are implemented.

KEYWORDS

Before we take a look at each component of a press release, let’s consider keywords. The reason you distribute a press release is so the news search engines will find it. The news search engines, Google News, Yahoo! News and Bing News, find it by searching for keywords. Using the appropriate keywords in your release is very important. You have probably heard the phrases “optimizing a press release” or “SEO for press releases.” This refers to the placement of the appropriate keywords in your press release.

We refer you to two documents on our website:

- If you are asking: “Why do I need to optimize my release for SEO?”, we recommend you read the white paper entitled [“SEO Press Release Writing Tips and Distribution Service”](#)
- If you want to learn how to conduct keyword research and optimize your press release, we recommend you read the white paper entitled [“How-to Guide for Optimizing Press Releases”](#)

HEADLINE

The headline of your release can be between 2 and 22 words and requires a minimum of 10 characters. Ideally you want the headline to be about 60 characters, as that is the length the news search engines will display online.

The headline should contain the words for which you want the release to be found, such as the company name, the new product name, a person’s name or a category of audience you are trying to reach. It is generally a condensation of the first paragraph content, so some press release writers prefer to write the first paragraph and then write the headline.

SUBHEAD

The number of words in the subhead, if you choose to have a subhead, is the same as the headline” between 2 and 22 words, ideally around 60 characters.

The subhead gives you the opportunity to be more specific about what you are announcing. It also gives you the opportunity to include more related keywords, so the release can be found for even more keywords.

CONTENT

FIRST PARAGRAPH

The first paragraph should contain the information about your announcement in a very succinct manner. There is space to explain the details in the following paragraph, so include the most important elements of your announcement in the initial paragraph. Often times you will want to include a link in your first paragraph, in case people only read the first paragraph.

Since the news search engines examine the first 100 words of a press release, the typical length of a first paragraph, very closely, it is a good idea to have your most important keywords in the first paragraph. If yours is a public company, you will almost always include the stock symbol when you first mention the company, such as “NYSE: ticker symbol” and “Nasdaq: ticker symbol.”

QUOTE(S)

While most of the press release is quite factual, quotes act as a way to insert an opinion into the press release. Quotes typically appear in the second or third paragraphs, but there is no set place for them. As you will see in the following examples, quotes are used with many different intents. For example, in a corporate appointment press release, the quote is used to praise the person being appointed. A second quote in that same release is made by the appointee to say how pleased he is to have been chosen. In a financial results announcement, a quote can be used to position the results as the company would like the financial community to view them.

LINKS

Inserting links into your press release can drive traffic to a specific page on your website. This page is what we call “a landing page.” A landing page can be a page where you capture the visitor’s relevant information for a webinar or as a prospect, or it can be where you give the visitor more information about your new product.

A link in a press release is also important for news search engines. The number of external links, that is the links that come from outside your website, is one of the factors search engines consider in ranking. If you include a link or links, a journalist or blogger may pick up your press release and when people click on the link from that journalist or blogger’s site, it becomes an external link to your site and valuable in search engine ranking.

How many links should you include in your press release? Not an excessive number or the search engines will consider your press release to be spam. A good rule of thumb is one link per hundred words.

BOILERPLATE

Every company has a paragraph or two that describes what they do, what their products or services are and for whom they are intended. This is called a boilerplate. Almost all press releases contain a boilerplate at the very end – after the content and before the contacts. It is a good idea to include a link to your company’s website in the boilerplate so people know how to find additional information.

At the very end of the boilerplate, some companies include links to their Facebook, Twitter and LinkedIn. This is optional but a good opportunity to get social media visibility.

CONTACTS

A press release requires contact information. The contact person generally depends on the nature of the press release. If it is a financial results press release, the CFO is usually listed as a contact. In most cases, it is the PR person who is listed and they then filter requests to the appropriate person in the company.

Contact information should include name, phone number and email. It can also include the person’s title and, if the contact is external to the company, the external company name.

Press Release Distribution

WHY DISTRIBUTION IS NECESSARY

Since the goal of the press release is to garner visibility for your newsworthy content, you will need to use a wire distribution service to get the word out. Google News, Yahoo! News and Bing News do not crawl the billions of existing websites to find press releases nor do they have the mechanism in place to manually add the thousands of press releases issued every day. They find press releases by crawling news sources, which are the press releases put online by the wire distribution services. If you want your release to be found, you must use a wire distribution service.

USING GLOBENEWSWIRE

GlobeNewswire is one of the news sources for news search engines. GlobeNewswire’s [SEO press release distribution service](#) transforms online press releases into SEO press releases complete with links. In addition to distributing SEO press releases to Google News, Yahoo! News and Bing News, GlobeNewswire also distributes them to a global network of 3,500 websites, 1 million financial desktops and over 6,000 newspapers, wire services, community papers, news bureaus, trade publications, journals, television and radio stations.

Regardless of the primary goal of your press release – to improve search engine ranking, to spread your news across numerous channels, or to get people to sign up for an event, a press release distributed by GlobeNewswire gives your message greater visibility and the opportunity to reach a broader audience.

Measuring Results

WHY MEASUREMENT IS IMPORTANT

You have spent a lot of time developing the strategy for your press release, writing the press release and then distributing the release. You had goals in mind when you started the process. Of course you want to know: what are the results?

Using good measurement tools, you can determine the value of a press release in driving website traffic, generating leads, and selling products or whatever the goal.

TOOLS FOR MEASURING RESULTS

GlobeNewswire provides Access and Traffic Reports that let you monitor page view traffic, collect actual user search terms, and track link click-throughs. In addition, GlobeNewswire provides a media monitoring service that uses proprietary technology to review over 8,000 online news outlets around the globe 24/7 and email you a customized news briefing on media coverage of your organization and your competitors.

As you get further along on the learning curve, we recommend learning how to use Google Analytics. If you are in a larger company, your IT people may be able to provide this service to you. Google Analytics provide very detailed tracking of your press release results.

There are also other Web analytics software, some paid and some unpaid. These applications and Google Analytics allow you to analyze your results in a very thorough manner, including how much referral traffic came from online news articles, blog posts and your press releases.

Press Release Examples

PRESS RELEASE EXAMPLE: CORPORATE APPOINTMENT

This is a very typical corporate appointment press release. If your company wants to announce an appointment, whether to an executive position or the board, this is a good example to follow. It consists of the following components:

- **Headline:** Announces that Timothy M. Walsh has joining the board of directors of Ambassadors Group
- **First paragraph:** Identifies the company, including the stock symbol, announces Walsh and describes his current position
- **Second paragraph:** Quotes the company CEO praising Walsh
- **Third paragraph:** Quotes Walsh praising the company
- **Fourth and fifth paragraphs:** Walsh's bio
- **Boilerplate:** As is typical, begins with "About" followed by company name and describes the company very succinctly
- **Contact:** Includes company contact and investor relations firm contact

Timothy M. Walsh, Seasoned Investment Professional, Joins Ambassadors Group Board of Directors

SPOKANE, Wash., Feb. 16, 2012 (GLOBE NEWSWIRE) -- Ambassadors Group, Inc., (Nasdaq:EPAX) the parent company of People to People Ambassador Programs, World Adventures Unlimited, and BookRags today announced the election of Timothy M. Walsh to its board of directors. Mr. Walsh currently serves as the Director of the State of New Jersey Department of the Treasury – Division of Investments. There he is the chief executive of one of the largest internally managed public pension funds, with over \$73 billion in assets under management.

"With over 28 years of investment management experience, Tim brings a unique perspective to our board of directors," said Jeff Thomas, President and CEO of Ambassadors Group. "His expertise in capital allocation and proven leadership skills add further depth to our talented board. Tim is also personally committed to education and the development of culturally aware future leaders, key tenants of our corporate mission at Ambassadors Group."

"It is an honor to join the board of such a committed, mission-based public company with significant potential to expand its reach," said Timothy Walsh.

Prior to his current role, Mr. Walsh was the Chief Investment officer for the Indiana State Teachers Retirement Fund, an \$8 billion public fund based in Indianapolis, IN. In addition to founding his own investment advisory business, Walsh Financial Services, he also served in various capacities at Vara Capital Management, Nationsbanc-CRT, Continental Bank and Bank of Montreal.

He also has served as a Board Member for National Bond and Trust, Advisory Board Member for various real estate and private equity funds, Commissioner for the Indiana Gaming Commission, and Trustee for both the Indiana Teachers Retirement Fund and City of Crown Point Indiana Board of Public Works and Safety. Mr. Walsh holds an M.B.A from the Kellogg Graduate School of Management at Northwestern University and is a graduate of Merrimack College.

About Ambassadors Group

Ambassadors Group Inc. (Nasdaq:EPAX) is a socially conscious, education company located in Spokane, Washington. Ambassadors Group, Inc. is the parent company of Ambassador Programs, Inc., World Adventures Unlimited, Inc., and BookRags, Inc., an educational research website. The Company also oversees the Washington School of World Studies, an accredited travel study and distance learning school. Additional information about Ambassadors Group, Inc. and its subsidiaries is available at www.ambassadorsgroup.com. In this press release, "Company", "we", "us", and "our" refer to Ambassadors Group, Inc. and its subsidiaries.

CONTACT: Company:

name, title
email
phone

Investor Relations:

name
Company
phone
email

PRESS RELEASE EXAMPLE: PARTNERSHIP ANNOUNCEMENT

Throughout your public relations career, you will no doubt be tasked with creating partnership announcement press releases. If your company is a public one, partnerships are required to be announced. These press releases can be as short as the example below, or they can be longer and describe the strategic nature of the partnership in great detail. The components of this typical partnership announcement consist of the following:

- **Headline:** Announces that Nike Team/ADPRO and Rochester RazorSharks are partnering
- **First paragraph:** Says the two companies have signed an agreement
- **Second paragraph:** Describes the partnership in one sentence

- **Third paragraph:** Quotes president of ADPRO Sports about how excited his company is about the partnership
- **Fourth paragraph:** Quotes CEO of RazorSharks about how excited his company is about the partnership
- **Fifth paragraph:** Further describes the partnership
- **Boilerplate:** They did not include a boilerplate; if they had chosen to include, it would be proper to include boilerplates of both companies; they did include a link to one of the companies
- **Contact:** Includes contact information for the basketball league; it could have included contacts for each company

Nike Team/ADPRO Sports Partners With the Rochester RazorSharks of Premier Basketball League

ROCHESTER, N.Y., Feb. 16, 2012 (GLOBE NEWSWIRE) -- The Rochester RazorSharks recently announced a new CEO and Co-Owner, Adam House. In less than one week under his leadership the RazorSharks have signed an agreement with Nike Team and ADPRO Sports to become an all-Nike Basketball team.

With this new partnership, the RazorSharks with a division leading record of (8-1) will only wear Nike apparel and equipment, including uniforms, footwear and practice gear.

"We are excited to partner with the RazorSharks and look forward to a great partnership. The team has excelled on and off the court. They provide a great fan experience and are great ambassadors in the Rochester community. The addition of Adam House as CEO/Co-Owner will help take this franchise to even higher levels," stated Ron Raccaia, President of ADPRO Sports.

"We are honored and excited to have now partnered up with Nike Team and ADPRO Sports," commented Adam House, Chief Executive Officer and Co-Owner of the RazorSharks. "Nike produces the highest-quality shoes, uniforms and apparel in the world of sports, and this is the one of many internationally recognized brands we will be adding to our sponsorship base," continued House.

This new partnership comes during the middle of the Premier Basketball League's fifth season as the RazorSharks remain focused in defending the PBL Championship Trophy they won last year. The team has won four championships in its six year existence and remains 3.5 games ahead in their Eastern Division standings.

For more information visit www.RazorSharks.com

CONTACT: Premier Basketball League
Name
Phone, email
www.ThePBL.com

PRESS RELEASE EXAMPLE: FINANCIAL RESULTS

- Public companies are required by the SEC to announce quarterly and yearly results in a press release. These releases are timed for when financial results are available, usually just before the end of the month following the end of the previous quarter. In writing a financial results press release, you will be guided very carefully by the company's CFO and maybe the CEO.
- Many of the components of a financial results press release are governed by requirements and consist of the following:
 - Headline: Mentions company name and which quarter results are being reported; it can also contain information describing the results
 - Following paragraphs: Describes details of the quarterly results,

any special circumstances effecting the results, and any other information that is relevant to the financial state of the company

- Forward-looking Statements: Includes the standard SEC statement to legally cover the company in any comments it makes
- Financial tables: Includes the financial details for the quarter and, in this case, the previous year's financials, as provided by the financial department
- Boilerplate: They did not include a boilerplate
- Contact: Includes contact information for CFO, as is typical in a financial results press release

Griffin Announces Fourth Quarter Results

NEW YORK, Feb. 16, 2012 (GLOBE NEWSWIRE) -- **Griffin Land & Nurseries, Inc.** (Nasdaq:GRIF) ("**Griffin**") today reported a 2011 fourth quarter operating profit of \$2,470,000 on total revenue of \$10,891,000, as compared to an operating loss of (\$135,000) on revenue of \$7,375,000 in the 2010 fourth quarter. For the 2011 full year, Griffin reported an operating loss of (\$225,000) on total revenue of \$37,193,000 as compared to an operating loss of (\$4,019,000) on total revenue of \$33,987,000 in the 2010 full year.

As recently announced, on January 31, 2012, Griffin Land, Griffin's real estate business, closed on the sale of its 308,000 square foot warehouse in Manchester, Connecticut to the lessee in that facility. The sale was for \$16.0 million, before transaction costs, and Griffin expects to report a gain, before taxes, of approximately \$3.0 million from this transaction in its 2012 first quarter results. Accordingly, rental revenue and the operating results for the Manchester warehouse are not included in Griffin's results from continuing operations and are now reported as a discontinued operation in all periods presented. As the building was fully leased in both fiscal 2011 and fiscal 2010, the operating results of this property were essentially unchanged from year to year.

Total revenue and operating profit at Griffin Land increased in the 2011 fourth quarter and 2011 full year versus the comparable 2010 periods principally due to property sales in the 2011 fourth quarter, including the sale of approximately 165 acres of undeveloped land in Suffield and Granby, Connecticut for \$3.0 million, with a pretax gain of approximately \$2.6 million. Property sales occur periodically and changes in revenue from year to year from these transactions may not be indicative of any trends in the real estate business. Operating results of Griffin Land's leasing operations were essentially unchanged in the 2011 fourth quarter as compared to the 2010 fourth quarter. For the 2011 full year, Griffin Land had an increase in rental revenue and operating results from its leasing operations due principally to fiscal 2011 reflecting a full year of rental revenue from leases that were signed and commenced in fiscal 2010.

Imperial Nurseries, Inc., ("Imperial"), Griffin's subsidiary in the landscape nursery business, incurred a higher operating loss in the 2011 fourth quarter as compared to the 2010 fourth quarter due to higher costs of goods sold, principally as a result of a charge of approximately \$0.5 million for unsaleable inventories in the 2011 fourth quarter (there was no charge for unsaleable inventories in the 2010 fourth quarter) and an increase of approximately \$0.2 million in operating expenses in the 2011 fourth quarter. The effect of these items was somewhat offset by a gain of approximately \$0.4 million on insurance recoveries in the 2011 fourth quarter. The inventory charges principally reflect an increase in inventory reserves due to Imperial's boxwood plants becoming infected with boxwood blight, a fungal disease that has only recently been found in the United States. The boxwood blight will result in the loss of Imperial's entire field grown crop of boxwood starter plants and a portion of Imperial's containerized boxwood inventory. The higher operating expenses in the 2011 fourth quarter, as compared to the 2010 fourth quarter, were principally due to severance charges. The gain on insurance recoveries includes the settlement of the insurance claim for hoop houses that collapsed, due to snow load, in the 2011 first quarter and the settlement of an insurance claim for plants that were damaged from an unusual early season snowstorm in October 2011. Imperial's operating loss in the 2011 full year was slightly lower than the operating loss incurred in the 2010 full year, as the effect of improved pricing and a gain on insurance recoveries in the 2011 full year were substantially offset by higher inventory charges in the 2011 full year, as compared to the 2010 full year, and the severance charges incurred in the 2011 full year.

Griffin reported income from continuing operations of \$603,000 and a basic and diluted income from continuing operations per share of \$0.12 for the 2011 fourth quarter as compared to a loss from continuing operations of (\$682,000) and a basic and diluted loss from continuing operations

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per share of (\$0.13) for the 2010 fourth quarter. For the 2011 full year, Griffin reported a loss from continuing operations of (\$2,997,000) and a basic and diluted loss from continuing operations per share of (\$0.58) as compared to a loss from continuing operations of (\$5,015,000) and a basic and diluted loss from continuing operations per share of (\$0.98) for the 2010 full year.

Including the operating results of Griffin Land's warehouse in Manchester, Connecticut, which is reported as a discontinued operation in all periods presented, Griffin reported 2011 fourth quarter net income of \$712,000 and a basic and diluted net income per share of \$0.14 as compared to a 2010 fourth quarter net loss of (\$545,000) and a basic and diluted net loss per share of (\$0.11). For the 2011 full year, Griffin reported a net loss of (\$2,474,000) and a basic and diluted net loss per share of (\$0.48) as compared to a net loss of (\$4,487,000) and a basic and diluted net loss per share of (\$0.88) for the 2010 full year.

The improved results from continuing operations and net income in the 2011 fourth quarter and presented. As the building was fully leased in both fiscal 2011 and fiscal 2010, the operating results of this property were essentially unchanged from year to year.

Total revenue and operating profit at Griffin Land increased in the 2011 fourth quarter and 2011 full year versus the comparable 2010 periods principally due to property sales in the 2011 fourth quarter, including the sale of approximately 165 acres of undeveloped land in Suffield and Granby, Connecticut for \$3.0 million, with a pretax gain of approximately \$2.6 million. Property sales occur periodically and changes in revenue from year to year from these transactions may not be indicative of any trends in the real estate business. Operating results of Griffin Land's leasing operations were essentially unchanged in the 2011 fourth quarter as compared to the 2010 fourth quarter. For the 2011 full year, Griffin Land had an increase in rental revenue and operating results from its leasing operations due principally to fiscal 2011 reflecting a full year of rental revenue from leases that were signed and commenced in fiscal 2010.

Imperial Nurseries, Inc., ("Imperial"), Griffin's subsidiary in the landscape nursery business, incurred a higher operating loss in the 2011 fourth quarter as compared to the 2010 fourth quarter due to higher costs of goods sold, principally as a result of a charge of approximately \$0.5 million for unsaleable inventories in the 2011 fourth quarter (there was no charge for unsaleable inventories in the 2010 fourth quarter) and an increase of approximately \$0.2 million in operating expenses in the 2011 fourth quarter. The effect of these items was somewhat offset by a gain of approximately \$0.4 million on insurance recoveries in the 2011 fourth quarter. The inventory charges principally reflect an increase in inventory reserves due to Imperial's boxwood plants becoming infected with boxwood blight, a fungal disease that has only recently been found in the United States. The boxwood blight will result in the loss of Imperial's entire field grown crop of boxwood starter plants and a portion of Imperial's containerized boxwood inventory. The higher operating expenses in the 2011 fourth quarter, as compared to the 2010 fourth quarter, were principally due to severance charges. The gain on insurance recoveries includes the settlement of the insurance claim for hoop houses that collapsed, due to snow load, in the 2011 first quarter and the settlement of an insurance claim for plants that were damaged from an unusual early season snowstorm in October 2011. Imperial's operating loss in the 2011 full year was slightly lower than the operating loss incurred in the 2010 full year, as the effect of improved pricing and a gain on insurance recoveries in the 2011 full year were substantially offset by higher inventory charges in the 2011 full year, as compared to the 2010 full year, and the severance charges incurred in the 2011 full year.

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Including the operating results of Griffin Land's warehouse in Manchester, Connecticut, which is reported as a discontinued operation in all periods presented, Griffin reported 2011 fourth quarter net income of \$712,000 and a basic and diluted net income per share of \$0.14 as compared to a 2010 fourth quarter net loss of (\$545,000) and a basic and diluted net loss per share of (\$0.11). For the 2011 full year, Griffin reported a net loss of (\$2,474,000) and a basic and diluted net loss per share of (\$0.48) as compared to a net loss of (\$4,487,000) and a basic and diluted net loss per share of (\$0.88) for the 2010 full year.

The improved results from continuing operations and net income in the 2011 fourth quarter and 2011 full year period versus the comparable 2010 periods principally reflect the overall higher operating results discussed above and lower interest expense in the 2011 periods, partially offset by lower investment income and a lower income tax benefit in the 2011 periods.

Griffin operates its real estate business, Griffin Land, and Imperial, its landscape nursery business. Griffin also has investments in Centaur Media plc, a public company based in the United Kingdom and listed on the London Stock Exchange, and Shemin Nurseries Holding Corp., a private company that operates a landscape nursery distribution business through its subsidiary, Shemin Nurseries, Inc.

Forward-Looking Statements: This Press Release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. Although Griffin believes that its plans, intentions and expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such plans, intentions or expectations will be achieved

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particularly with respect to the signing of new leases for currently vacant space and other statements that are not historical facts. The projected information disclosed herein is based on assumptions and estimates that, while considered reasonable by Griffin as of the date hereof, are inherently subject to significant business, economic, competitive and regulatory uncertainties and contingencies, many of which are beyond the control of Griffin and which could cause actual results and events to differ materially from those expressed or implied in the forward-looking statements. Important factors that could affect the outcome of the events set forth in these statements are described in Griffin's Securities and Exchange Commission filings, including the "Business," "Risk Factors" and "Forward-Looking Information" sections in Griffin's Annual Report on Form 10-K for the fiscal year ended December 3, 2011. Griffin disclaims any obligation to update any forward-looking statements as a result of developments occurring after the date of this press release except as required by law.

Griffin Land & Nurseries, Inc.

Consolidated Condensed Statements of Operations

(amounts in thousands, except per share data)

(unaudited)

	Fourth Quarter Ended,		Fiscal Year Ended,	
	Dec. 3, 2011	Nov. 27, 2010	Dec. 3, 2011	Nov. 27, 2010
Revenue:				
Rental revenue and property sales	\$ 8,295 (2)	\$ 5,059 (2)	\$ 22,183 (2)	\$ 17,904 (2)
Landscape nursery net sales and other revenue	2,596	2,316	15,010	16,083
Total revenue	<u>10,891</u>	<u>7,375</u>	<u>37,193</u>	<u>33,987</u>
Operating profit (loss):				
Real estate business	4,307 (2) (3)	1,414 (2) (3)	6,548 (2) (3)	2,740 (2) (3)
Landscape nursery business	(882) (4)	(504)	(2,685) (5)	(2,761) (5)
General corporate expense	(955)	(1,045)	(4,088)	(3,998)
Total operating profit (loss)	<u>2,470</u>	<u>(135)</u>	<u>(225)</u>	<u>(4,019)</u>
Interest expense	(974) (2)	(1,101) (2)	(4,167) (2)	(4,456) (2)
Investment income	105	108	210	302
Income (loss) before taxes	1,601	(1,128)	(4,182)	(8,173)
Income tax (provision) benefit	(998)	446	1,185	3,158
Income (loss) from continuing operations	603	(682)	(2,997)	(5,015)
Income from discontinued operation, net of tax (1)	109	137	523	528
Net income (loss)	<u>\$ 712</u>	<u>\$ (545)</u>	<u>\$ (2,474)</u>	<u>\$ (4,487)</u>
Basic net income (loss) per common share:				
Income (loss) from continuing operations	\$ 0.12	\$ (0.13)	\$ (0.58)	\$ (0.98)
Income from discontinued operation (1)	0.02	0.02	0.10	0.10
Basic net income (loss) per common share	<u>\$ 0.14</u>	<u>\$ (0.11)</u>	<u>\$ (0.48)</u>	<u>\$ (0.88)</u>

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Weighted average common shares outstanding

for computation of basic per share results	<u>5,134</u>	<u>5,113</u>	<u>5,130</u>	<u>5,105</u>
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Weighted average common shares outstanding

for computation of diluted per share results	<u>5,139</u>	<u>5,113</u>	<u>5,130</u>	<u>5,105</u>
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(1) The discontinued operation reflects the results, net of tax, of Griffin Land's 308,000 square foot warehouse in Manchester, Connecticut that was sold to the tenant in that facility on January 31, 2012.

(2) Revenue and operating profit at Griffin Land were as follows:

	<u>Fourth Quarter Ended,</u>		<u>Fiscal Year Ended,</u>	
	<u>Dec. 3, 2011</u>	<u>Nov. 27, 2010</u>	<u>Dec. 3, 2011</u>	<u>Nov. 27, 2010</u>
Revenue from leasing operations	\$ 4,695	\$ 4,593	\$ 18,183	\$ 17,438
Revenue from property sales	<u>3,600</u>	<u>466</u>	<u>4,000</u>	<u>466</u>

Fiscal 2010 full year results include \$0.3 million of expense associated with the acquisition of a 120,000 square foot industrial building in the first quarter of that year.

Interest expense is primarily for mortgages on Griffin Land's rental properties.

(3) Operating profit from leasing operations includes depreciation and amortization expense of \$1.4 million and \$1.5 million in the 2011 and 2010 fourth quarters, respectively, and \$5.7 and \$5.8 million in the 2011 and 2010 full years, respectively.

(4) Includes a charge of \$0.5 million to increase inventory reserves, principally for plants becoming unsaleable due to a disease issue. Also includes a gain from insurance recoveries of \$0.4 million from the settlement of the claim related to the collapse of hoop houses, due to snow load, in the 2011 first quarter and from the settlement of a claim for plants lost due to an unusually early season snowstorm in the 2011 fourth quarter.

(5) 2011 full year results include charges totaling of \$1.4 million, reflecting: (a) \$0.5 million for plants that were lost due to a disease issue; (b) \$0.4 million to increase inventory reserves for unsaleable plants and plants expected to be sold below cost as seconds; (b) \$0.3 million for plants lost due to the collapse, from snow load during this past winter, of some of Imperial's hoop houses in which the plants were stored; and (c) \$0.2 million for worker's compensation charges from prior year policies related to the Florida farm, which was closed in 2009. The 2011 full year results also include a gain from insurance recoveries of \$0.6 million from the claims for the collapse of hoop houses in the 2011 first quarter and for plants lost due to the unusually early season snowstorm in the 2011 fourth quarter. The 2010 full year results include a charge of \$1.0 million for plants lost due to a change in fertilization methods made in 2010.

CONTACT: name
Chief Financial Officer
Phone, email

PRESS RELEASE EXAMPLE: NEW PRODUCT ANNOUNCEMENT

Product announcements are the most frequent press releases. When a new product is being launched, the company wants to get the information out to its target audience as widely as possible. A press release product announcement is an excellent vehicle for doing just this.

This is a typical new product announcement press release. It consists of the following components:

- **Headline:** Describes the new product and what it is used for; if the product name were more widely known, it should have been included in the headline
- **First paragraph:** Identifies the company, including the stock symbol, describes the product and mentions the product name

- **Second paragraph:** Describes the features and benefits of the product and which applications can benefit from it
- **Third paragraph:** Quotes the general manager on the benefits of the product
- **Fourth and fifth paragraphs:** Invites people to learn more about the product and provides a link to more information
- **Boilerplate:** Includes two paragraphs, one company information and one product information
- **Contact:** Includes company contact

New Ultra-Compact, Open Frame 200W Power Supplies Launched for Telecom, Datacom and Industrial Applications

CAMARILLO, Calif., Feb. 16, 2012 (GLOBE NEWSWIRE) -- Power-One, Inc. (Nasdaq:PWER), a leading global manufacturer of renewable energy and energy-efficient power conversion and management solutions, announces the availability of its newest high-efficiency, open frame 200W AC-DC power supplies, the ABC200 Series.

The ABC200 Series provides 200W of power in an ultra-compact 2"x4" footprint with a single 12V, 24V, or 48V output. The ABC200 utilizes a universal 90 to 264VAC input range with active power factor correction, delivering over 90% efficiency at 230VAC. The series ensures minimal power losses in end-use equipment, thereby facilitating lower operating costs and easier thermal management.

The ABC200 is ideal for industrial equipment, high-end AV, telecom, datacom, and other applications.

"The 200W power level of the ABC200 in a 2"x4" package is an industry achievement. Our customers will no longer have to compromise on space when their power needs inevitably grow," stated Ed Carter, General Manager of Power-One's Industrial and Transportation group.

Samples are available now. Visit the Open Frame section of the Power-One website for comprehensive data sheets and to learn more:

<http://www.power-one.com/power-solutions/products/embedded-power/ac-dc/open-frame>

Please contact Power-One for pricing and availability at +1-978-728-5974 (in North and South America), +44-1903-823323 (in EMEA) and +86-755-29885888 (in APAC), or visit <http://www.power-one.com/corporate/contact/power> for additional contacts.

Power-One designs and manufactures energy-efficient power conversion and power management solutions for renewable energy, routers, data storage and servers, wireless communications, optical networking, medical diagnostics, railway controls, semiconductor test equipment and custom applications. Power-One, with headquarters in Camarillo, CA, has global sales offices, manufacturing and R&D operations in Asia, Europe and the USA. Please visit www.power-one.com for more information.

Power-One products are not designed, intended for use in, or authorized for use as critical components in life support systems, equipment used in hazardous environments, or nuclear control systems without the express written consent of the respective divisional president of Power-One, Inc. The appearance of products, including safety agency certifications pictured on labels, may change depending on the date manufactured. Specifications are subject to change without notice.

CONTACT: Editorial Contact: Name
Email, phone

PRESS RELEASE EXAMPLE: EVENT REGISTRATION

If your company wants to encourage signups for an in-person event or a webinar or, even for some kind of a reception or meeting, a press release with registration links can increase the number of signups very efficiently. This doesn't mean that you shouldn't also place online ads for the event, but a press release should definitely be one element of the sign-up strategy.

An event registration press release typically consists of the following components:

- **Headline:** Identifies the company and mentions the title of the webinar
- **Subhead:** Describes the content of the webinar
- **First paragraph:** Identifies the company, describes the webinar and the benefits attendees will gain and contains a link to the registration page

- **Webinar details:** Contains day and time of the webinar, the presenters, why people should attend and what they will get out of it
- **Next paragraph:** Describes what will be demonstrated during the webinar
- **Last paragraph:** Offer to download related report
- **Social media:** Lists all social media info
- **Boilerplate:** Contains a typical company boilerplate
- **Contact:** Includes PR contact and how to get more company information

Compuware Presents Live Webcast: "Early-Lifecycle Performance Testing & Optimization Without the Grief"

Webcast to Detail Best Approaches to Making Web Load Testing a Standard Part of the Application Delivery Lifecycle and How the Right Solution Makes it Easier

DETROIT, Feb. 16, 2012 (GLOBE NEWSWIRE) -- Compuware Corporation (Nasdaq:CPWR), the technology performance company, today announced a [live webcast](#) that will highlight the best approaches organizations can employ to make [web load testing](#) a standard part of their application delivery lifecycle and will show how using the right web load testing solution makes it easier to do so.

Title: "Early-lifecycle Performance Testing & Optimization Without the Grief"

When: Thursday, February 23, 2012

Time: 11 a.m. Eastern time

Presenters: Mark Eshelby, Senior Product Manager for [Compuware Gomez Web Load Testing](#); Andreas Grabner, Technology Strategist, [Compuware dynaTrace](#)

Why: 75 percent of users will go to a competitor's site if performance is poor. And what's concerning is that slow performance is most likely to occur when your site is under peak load – exactly when you want your site to operate at its best. [Web load testing](#) should be a standard part of the application delivery lifecycle. If an organization hasn't made web load testing a part of their process, it can feel like going through the stages of grief to do so.

What: During this [free webcast](#), attendees will learn:

* how to include [web load testing](#) as part of your application delivery lifecycle;

* how to work through the "stages of grief" from denying there is a problem - to getting the team all on the same page and accepting there is a better way; and

* why an integrated solution with deep diagnostic tools is the answer.

Register Here: <http://bit.ly/yHTJLW>

The Gomez platform is the industry's leading solution for optimizing the performance of Web, non-Web, mobile, streaming and cloud applications. Driven by [end-user experience](#), Gomez provides a [unified view across the entire application delivery chain](#), from a user's browser or mobile device, across the Internet or a corporate WAN, in the cloud, to inside the data center, eliminating blind spots from the [First Mile](#) to the [Last Mile](#).

Compuware is recognized as a leader in the ["Magic Quadrant for Application Performance Monitoring"](#) report. To view and download a complimentary copy of the report, [click here](#).

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Compuware Corporation, the technology performance company, provides software, experts and best practices to ensure technology works well and delivers value. Compuware solutions make the world's most important technologies perform at their best for leading organizations worldwide, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites. Learn more at: <http://www.compuware.com>.

CONTACT: Press Contact
name
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