

中国商讯 世界传播

We tell your story to the world

新华美通是美国企业新闻通讯公司（美通社）和新华财经在亚洲地区的合作项目，是中国第一家也是唯一一家为企业和机构提供全球文本、图片、和多媒体新闻稿发布服务的机构，新华美通同时为客户提供多种形式的新闻简报、监测、评估和媒体情报服务。

创立于1954年的美通社，是世界上历史最悠久，也是全球最大的企业和机构新闻通讯社。美通社在全球拥有40,000家公司、组织和政府机构，财富500强的公司中有60%以上都使用美通的服务。

依赖美通社专业经验和发布网络，新华美通可以快捷、高效地将客户的新闻稿用40种语言发送至135个国家和地区的24,000家媒体和100多万投资人，帮助客户在全球范围内提高品牌知名度，树立品牌形象，吸引潜在客户，商务合作伙伴和投资者。

在中国大陆，我们拥有超过6,500名记者和编辑的媒体资源，可以涵盖到国内2,500多家媒体：其中包括500家大众媒体、1,800家行业出版物、200家网站及50家国外新闻媒体。

另外，对于已经或者计划在美国和其它海外交易所交易的企业而言，使用新华美通的新闻发布网络是吸引投资人和满足监管机构信息披露要求的最佳途径。新华美通可以将每一篇客户的新闻稿发送到纽约证券交易所，美国证券交易所、纳斯达克交易所，伦敦交易所所要求的信息披露媒体，包括道琼斯、路透、彭博，美联社、《纽约时报》、《华尔街日报》、《今日美国》、《投资者每日商报》以及其它媒体。

Xinhua PR Newswire (XPRN), an alliance created by Xinhua Finance and PR Newswire, assists companies and organizations in delivering their news releases to the media, individual and institutional investors and the general public worldwide, with clipping, monitoring, measurement and media intelligence services.

Founded in 1954, PR Newswire is the world's oldest and largest corporate news distribution service. PR Newswire has a global client base of 40,000 companies, organizations and government agencies, including over 60% of the Fortune 500 companies.

Utilizing PR Newswire's global news distribution network, Xinhua PR Newswire can send clients' press releases to 24,000 media outlets in 135 countries in 40 languages as well as over 1 million investors worldwide, helping companies generate exposure, build brand awareness, attract potential clients, business partners and investors.

In China we have a network of 6,500 journalists representing 2,500+ media agencies including 500 general media, 1,800 trade publications, 300 websites and 50 foreign news media.

Meanwhile, for companies already listed or planning to list on US and other overseas stock exchanges, using Xinhua PR Newswire can help you attract international investors and comply with mandatory disclosure requirements. To ensure the broadest possible distribution, we simultaneously deliver every story to the disclosure media designated by NYSE, AMEX, NASDAQ and LSE, including Dow Jones, Associated Press, Reuters, Bloomberg, The New York Times, The Wall Street Journal, USA Today, Investor's Business Daily and others.