

## GlobeNewswire

Distribute your news, maximize your company's exposure, build brand awareness and measure your results. Built for PR, IR, marketers and agencies, GlobeNewswire gives you a wide range of options to suit your specific communication needs.

### Newswire Distribution

Reach media, investors, influencers and consumers and share your company news across one of the world's largest newswire distribution networks.

Thousands of companies use GlobeNewswire to broadcast their important announcements and market-moving news to targeted audiences around the world. We understand the importance of delivering your corporate news quickly and efficiently, and whether it needs to be distributed domestically or abroad, our expansive capabilities give you the ability to send your content when and where you need to.

### Meet Regulatory Filing Requirements

GlobeNewswire can assist listed companies in the U.S, Canada and Europe in their efforts to meet disclosure requirements mandated by regulatory agencies. Our filings services include EDGAR (U.S.), SEDAR (Canada), EU Transparency Directive and XBRL.

### Enhance Your News With Multimedia

Add visual elements to your release by including photos, videos, infographics and other multimedia. Your photos can be distributed to AP Photo Express, CP Photo Network, Newscom Archive and Yahoo! Photo, and your video can be hosted on YouTube. Media assets can be uploaded and stored in your media library, making them easy to access and use in your future releases and customized email distributions.

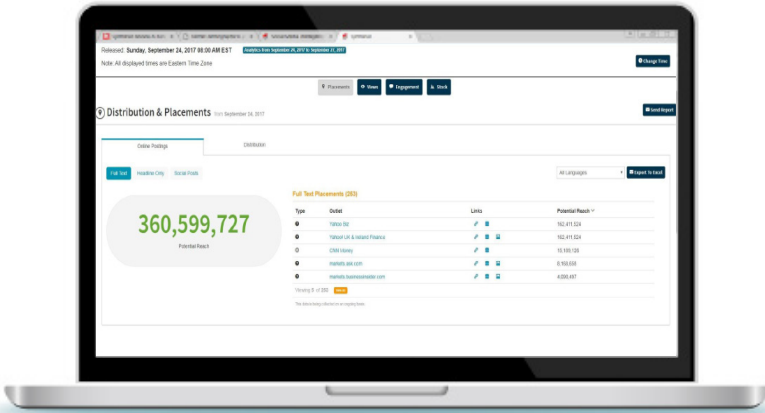
### GlobeNewswire provides comprehensive news delivery to:

- News agencies
- Online news sites
- Brokerage sites
- Daily newspapers
- Business journals
- Content aggregators
- Financial databases
- News bureaus
- Online syndicators
- Trade publications
- TV and radio stations
- Weekly publications
- Online influencers
- Independent journalists
- Social media networks

Distribute your news across North America and around the globe. We've combined the distribution reach of Marketwired and GlobeNewswire to give you access to a robust set of newslines and a wide variety of options for targeting your news across the U.S., Canada and around the world.

## Analyze and Measure the Impact of Your Releases

Use post-distribution reports to help understand the business impact of your releases. Newswire Analytics provide comprehensive metrics on reach, access, social engagement and visibility. It's insight you can use to measure the ROI of your releases and fine-tune future communications.



Newswire Analytics provides you with at-a-glance metrics to help you better understand the effectiveness of your releases.

## Benefit From Our Dedicated Media Relations Team

Our global team is responsible for maintaining and growing the GlobeNewswire distribution network. Every day, we're focused on acquiring new partners and strengthening relationships with existing partners while promoting our customers' news content to media outlets and journalists around the world.

## Share Your News With Media and Investors (GlobeNewswire Reader Accounts)

GlobeNewswire Reader Accounts are used by thousands of individuals around the world—journalists, investors, influencers and consumers—to closely follow the news from specific companies and industries. Subscribers can customize their accounts to receive the news they want by choosing to receive news releases from any of the thousands of companies across dozens of industries that distribute their news over GlobeNewswire.

## Global Coverage and Support

- Distribution to 92 countries in 35 local languages
- Targeted reach in North America, Europe, Latin America, Asia, the Middle East and Africa
- Full-service and self-service options
- 24/7/365 editorial support

## Media Snippets

The snippet is titled 'West Corporation Announces Inaugural Digital Media Solutions Client Summit'. It includes a video player showing a man speaking. Below the video, there is a quote from Ben Chaker, president of Digital Media Solutions, and a list of speakers for the summit.

**West Corporation Announces Inaugural Digital Media Solutions Client Summit**  
Invitation only event to be held October 19-20, 2018 in New York with sessions first streamed to clients and media.

**October 19, 2018 10:00 AM (EST)** - West Corporation ("West" or the "Company"), a global leader in technology-enabled services, announces "Digital Media Solutions" its first client summit and two-day event to introduce, explore, and facilitate video sharing among clients, partners and colleagues. Guests will have the opportunity to discuss trends in public relations, content marketing, and investor communications, while collaborating with peers and learning about exclusive solutions from West's Digital Media Solutions group.

"Every day, we have the privilege of helping our clients connect with audiences to fuel their company stories by sharing their news and facilitating their corporate events," said Ben Chaker, president, Digital Media Solutions. "This summit lets us hear first-hand how our clients are navigating challenges and embracing innovation to drive success in their companies through their digital media strategies."

**West Digital Media Solutions Client Summit, October 19-20, 2018**

**Speakers:** Ben Chaker, President, Digital Media Solutions; [Other speakers listed]

We are excited to share our story and the continued momentum of the Digital Media Solutions business," said Chaker. "Bringing you and world's solutions to our customers is our priority, and whether it's the introduction of Media Solutions or our most advanced technology (MDS), we are committed to helping our clients use technology to deliver their message to their key audiences."

Take your storytelling to the next level.

Embed a carousel of images, infographics, audio, video—even live streaming events—to tell a more complete brand story and increase engagement with media, investors and customers.

With GlobeNewswire, you can do more than distribute your releases. Our suite of complementary solutions for targeting, monitoring and measurement is accessible from within a single platform, helping to simplify your communications workflow.

## Influencer and Media Targeting

Identify relevant contacts, uncover earned media opportunities and build relationships with key influencers.

### Media Database

- Access media profiles that are gathered and time-stamped by our team of 100+ analysts
- Spot opportunities for media coverage within our comprehensive database of editorial calendars
- Curate custom lists to use in your targeted outreach and email campaigns

### Monitoring and Measurement

Get the insights and analytics you need to understand which content and channels are impacting your brand value. Track online conversations and coverage, stay alerted to business-critical issues, benchmark against competitors and analyze campaign performance

### Dashboards

Access a customizable array of data visualizations and analysis to get insight into your audience—demographics can be segmented by geography, sentiment, gender and interest to help give you a high-level understanding of your brand perception across online and social media.

### Alerts

Get real-time, event-based alerts that can signal the onset of a crisis or opportunity and easily distribute them to the right people within your organization

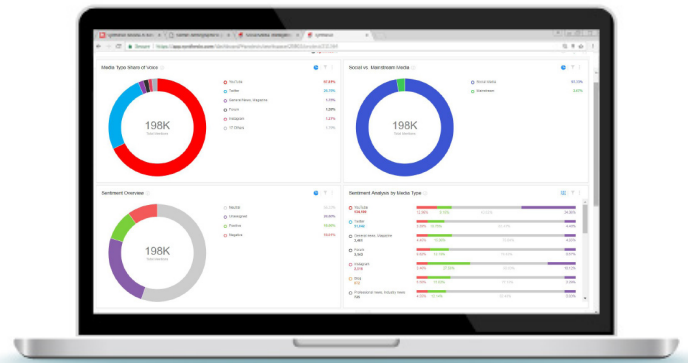
### News Briefs

Keep your organization informed of the news impacting your company with a customized daily digest of mentions across traditional, online and social media that's delivered straight to your inbox. With a dedicated team of analysts preparing your report, you'll receive handpicked, business critical information.

- Custom-branded template, ready to be distributed to your stakeholders
- Delivered daily (as early as 5 a.m. ET)
- See a text preview of each article in your brief
- Sentiment for each article coded by one of our analysts
- News segmented into categories makes your brief simple to navigate

### Influencer Insights

- Identify relevant thought leaders and potential brand advocates
- Uncover emerging, trending content and share your news when it's most relevant
- Build and nurture relationships with people who can help share your content and amplify your campaigns



Understand which online activities are driving awareness and how far campaigns are reaching.

### Custom Analysis Reports

Measure the impact of your communications activities and help inform business decisions with a customized analysis of your KPIs. Reports are branded and formatted to your specifications, delivered in a desired timeframe (e.g., daily, weekly, monthly, quarterly) and are available in presentation-ready format.

- Competitors
- Key messages
- Key topics
- Tonality
- Trend of coverage
- Regions
- Media type
- Top hashtags
- Top influencers

## About Intrado Digital Media

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Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.

Visit [www.intrado.com/Digital-Media](http://www.intrado.com/Digital-Media) to learn more.

