



News Direct Background

The press release sent 'over the wire' was once the main tactic used to share a brand's story with the media. Yet with the advent of digital media, a 24/7 news cycle, and greater pressure to prove ROI, the demands of modern media outreach are greater than ever. But newswire services have not evolved with the times -- still using legacy processes and out-dated technology. When there is news to share or a story to tell, whether in a news release or multimedia, today's communications pros need a partner that understands their needs and a platform purpose-built to meet them.

Enter News Direct. We've rewired media outreach by transforming content and news distribution from the ground up. We have systematically reimaged every step of the process -- workflow, proprietary capabilities, security, pricing and analytics. And we've deployed an array of innovation including advanced automation, isolation cloud technology and custom software for the most dynamic, efficient and flexible platform available today.

News Direct was founded by Gregg Castano, a veteran of the newswire industry. Gregg spent 32 years at Business Wire, capped by nearly 8 years as President, where he was integral in growing the company from under \$20 million in revenue to more than \$160 million. With an insider's understanding of the industry, and expertise in strategic planning and management, Gregg leveraged his unique perspective and insight to create the disruption he believed was long overdue - News Direct.

