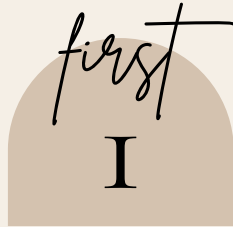


Press Release Checklist



Does the press release have a concise, “catchy” title?



Is the information in descending order of importance?



Does the press release include your logo and contact information in the top left and right corners?



Is the Press Release dated?



Are exact dates used for the occurrence of the event? (if applicable)



Did you include at least two hi-resolution images in the attachment?