

TheNewswire.ca BREAKS “SOUND BARRIER” INTRODUCING AUDIO ENHANCED PRESS RELEASES (AUDIO ENCLOSED)

Canada’s most innovative and affordable timely disclosure press release service is revolutionizing the industry by introducing audio enhanced news releases to its arsenal.

TheNewswire.ca (TNW) www.TheNewswire.ca is already the most cost effective disseminator for *TSX Venture Exchange*, *OTC Bulletin-board* and *CNSX*-listed companies and truly the industry leader in production of quality online financial audio content.

But, beginning February 2010 TNW will up-the-ante by integrating brief, yet powerful audio sound clips of key corporate personnel to press releases, providing end-users a more enhanced understanding of a particular release than simply via the written word.

These :20 - :45 second pre-recorded voice clips greatly enhance both impact and clarity to a standard press release, as TNW News Director Pat Beechinor explains;

CLICK LINK HERE TO PLAY:

<http://easylink.playstream.com/thenewswireca/progressive/soundbarrier.mp3?dl=true>

Test responses to this new product have been overwhelming from investment dealer / brokers, as well as the general investment community.

Recipient feedback has been that listeners tend to want to hear the voice of a company representative first-hand and many say that integrating the audio in conjunction with other visual tools – such as maps – makes a written press release far easier to comprehend.

MINIMUM TURN-AROUND + MAXIMUM EXPOSURE

TheNewswire.ca requires just two hours from press release receipt to post-production and dissemination, because unlike video, a corporate spokesperson need only be available via telephone to complete the process.

This should pose little delay for companies wishing to utilize this new service, since most public companies anticipate and plan for a press release days in advance as standard practice anyway.

Distribution of TheNewswire.ca’s new product will encompass its entire dissemination network, but TNW believes there will be an increased demand from those within the investment community who are gravitating toward mobile devices such as smart phones and PDA’s (*which now include audio playback as a standard feature*) wishing to subscribe.

**FOR DETAILS, PLEASE CONTACT THENEWSWIRE.CA
NEWS DESK AT 403-245-6711**