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Business Wire Significantly Boosts South Korean Trade Coverage and Online Reach via New Distribution Agreement with Korea Newswire

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NEW YORK--(BUSINESS WIRE)--Business Wire has entered into a distribution agreement with Korea Newswire, the most powerful press release platform in South Korea, to reach thousands of journalists at mainstream and trade media organizations, as well as secure full-text postings on leading web sites.

Since its founding nearly a decade ago, Korea Newswire has emerged as the nation's leading commercial news service, with some 12,000 journalists representing 2,000 media organizations signing up to receive content that matches their editorial profile.

Korea Newswire's expansive distribution network includes partnerships with more than 100 media and portal partners, resulting in postings to about 100 web sites for each release. Additionally, Korea Newswire has a strong mobile presence, with Android and iPhone mobile apps for journalists, as well as a mobile web site.

"In addition to reaching the mainstream media, Business Wire members will particularly benefit from the superior trade coverage and online visibility that Korea Newswire offers," said [Neil Hershberg](#), Business Wire's senior vice president, global media. "This relationship further strengthens Business Wire's reach in Asia's key markets, notably South Korea, Greater China, India and Japan."

"With our new cooperation with Business Wire, a global leader in press release distribution, businesses worldwide can now deliver their corporate news to Korean media, journalists, and investors more swiftly and accurately," said Shin Dongho, CEO of Korea Newswire.

As part of the reciprocal arrangement, Korean companies will be able to take advantage of Business Wire's global networks to reach international audiences. Korean companies seeking exposure to new consumer markets and worldwide financial markets are now able to leverage the same new distribution channels used by major companies around the world.

About Business Wire

Business Wire, a [Berkshire Hathaway](#) company, is the global leader in [press release distribution](#) and [regulatory disclosure](#). Investor relations, public relations, public policy and marketing professionals rely on Business Wire to accurately distribute market-moving news and multimedia, host [online newsrooms](#) and [IR websites](#), build [content marketing platforms](#) and provide audience analysis that improves engagement with specified target markets. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources, while boosting SEO and social media engagement via its multi-patented simultaneous NX Network. Business Wire has more than 30 bureaus worldwide to securely meet the varying needs of communications professionals and news consumers.

Learn more at [BusinessWire.com](#) and the [BusinessWired blog](#); follow updates on Twitter: [@businesswire](#) or on [Facebook](#).

About Korea Newswire:

Korea Newswire is the leading press releases distribution service provider in Korea. Korea Newswire helps companies disseminate their news releases to thousands of news media, internet portals across Korea and around the world. Since the birth of Korea Newswire in 2004, over 18,000 companies, authorities and organizations used our online press releases service to announce their news and gained recognition through powerful media exposure. Everyday, Korea Newswire distributes more than 200 press releases to 4,000 Korean media including major Korean daily newspapers and internet portals. Partnering with Business Wire, Korea Newswire distributes foreign companies' press releases to Korean media and internet portals and at the same time, distribute Korean companies' press releases to thousands of global news media including AP, Yahoo. Furthermore, to help companies prepare press materials more efficiently, we provide translation service for different languages.

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