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Business Wire Announces Exclusive Global Agreement to Provide NYSE IPOs with News Distribution and Compliance Services

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Terms:

Company Products & Services #BusinessWire #NYSE

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NEW YORK--(BUSINESS WIRE)--Business Wire today announced it has been selected by the New York Stock Exchange (NYSE) as the preferred provider of news releases for eligible new listings. The NYSE agreement with Business Wire highlights a union between two brands with a reputation of trust and a culture of innovation.

"Business Wire is proud to be the exclusive service provider to the NYSE on this exciting new program. We continue to be the preferred choice of startups, as well as established blue-chip companies. Our patented NX distribution platform, industry-leading security protocols, and creative multimedia news products provide IPOs with powerful and innovative methods to communicate their most important news announcements," said Business Wire's CEO, Cathy Baron Tamraz.

The relationship between the NYSE and Business Wire is deep rooted. The NYSE's parent company, the Intercontinental Exchange (ICE), uses Business Wire's services for distributing its news announcements. Business Wire's parent company, Berkshire Hathaway, is listed on the NYSE.

Business Wire's multi-patented NX News Delivery Platform delivers company news globally into the editorial systems at newspapers, wire services, disclosure services, trades, broadcast and other media. Issuers' news releases are sent full text and in real time into leading financial systems, portals and websites including Bloomberg, Dow Jones, the Associated Press, Thomson Reuters, Yahoo! Finance, CNN Money, Google News, The New York Times, The Wall Street Journal, Investor's Business Daily and USA Today. News distributed by Business Wire is archived in major databases including LexisNexis and Dow Jones Factiva and available to journalists, consumers, bloggers and other online news audiences via RSS feeds, subscription emails, Business Wire's PressPass service and other channels.

News releases from issuers will be distributed through Business Wire's Global-Mobile-Social-Measurable suite of services, including distribution to the dlvr.it Promoted Stories platform, mobile platforms worldwide, comprehensive NewsTrak measurement reports, including NUVI social media monitoring and sentiment analysis data.

In addition, issuers have the ability to utilize Business Wire's EDGARit ComboPacks to distribute their news release to media in chosen geographic circuits and the investment community while filing their HTML 8-K or 6-K in the SEC's EDGAR database.

Business Wire also offers an analytics report measuring the news release impact on stock market performance: The Market Impact Report. In partnership with NewsQuantified, The Market Impact Report offers deep insight into how clients' news releases influence stock market trading behavior. The report incorporates metrics from more than 27 key equity variables, including price, volume and volatility, to track how the market reacted to news releases announcements, and is offered exclusively from Business Wire.

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, generate social engagements and provide audience analysis that improves interaction 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 via its multi-patented simultaneous NX Network. Business Wire has 31 offices worldwide to securely meet the varying needs of communications professionals and news consumers. In 2015, Business Wire teamed up with Al Roker Entertainment to create BizWireTV, a bi-weekly digital video news program that features the top trending news releases that cross the wire.

Learn more at services.BusinessWire.com and Tempo, the Business Wire resource for industry trends; follow updates on Twitter: @businesswire or on Facebook.

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About NYSE Group

NYSE Group is a subsidiary of Intercontinental Exchange (NYSE:ICE), a leading operator of global exchanges and clearing houses, and a provider of data and listings services. NYSE Group includes exchanges, market data and connectivity services.

The equity exchanges -- the New York Stock Exchange, NYSE MKT and NYSE Arca -- trade more U.S. equity volume than any other exchange group. NYSE is the premier global venue for capital raising, leading worldwide in IPOs, including technology IPOs. NYSE Arca Options and NYSE Amex Options are leading equity options exchanges.

About Intercontinental Exchange

Intercontinental Exchange (NYSE:ICE) operates the leading network of global futures, equity and equity options exchanges, as well as global clearing and data services across financial and commodity markets. The New York Stock Exchange is the world leader in capital raising, listings and equities trading.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995 -- Statements in this press release regarding ICE's business that are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see ICE's Securities and Exchange Commission (SEC) filings, including, but not limited to, the risk factors in ICE's Annual Report on Form 10-K for the year ended December 31, 2015, as filed with the SEC on February 4, 2016.

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English

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