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Business Wire Announces Major Enhancements to EON: Enhanced Online News

New Features Improve News Display and Social Media Sharing Opportunities

SAN FRANCISCO--(BUSINESS WIRE)--Business Wire today announced major enhancements to *EON: Enhanced Online News*, its web-only, social media platform that allows users to increase the online visibility of their press releases and get them found, seen and shared online.

These enhancements improve the display of press releases on *EON: Enhanced Online News* as well as increase the number of networks on which viewers can share news.

Key enhancements to *EON: Enhanced Online News* include:

- The addition of weighting to the EON Tag Cloud. More popular keywords will now appear in a larger font, allowing users to see which tags are the most popular. Weighting will be driven by the EON: Enhanced Online News community.
- Relocation of the iFrame on each press release. This website preview frame will now appear higher up, helping drive traffic to users' websites.
- Additional social networking chiclets. Viewers now can share press releases on more than a dozen popular sites, including Digg, Delicious, Facebook, Google, Twitter, Slashdot, Yahoo! Buzz and more.

"These new features make *EON: Enhanced Online News* an even greater value for our members," said Laura Sturaitis, Senior Vice President, Media Services & Product Strategy. "Whether used on its own or in combination with Business Wire distribution, *EON: Enhanced Online News* helps our clients get their news into major search engines, drive traffic to their own websites and have their news widely shared among web users."

About Business Wire

Business Wire, a Berkshire Hathaway company, is utilized by tens of thousands of member companies and organizations worldwide to functionally enhance and communicate investor relations and public relations content to target audiences. As a recognized disclosure service in the United States, Canada and a dozen European countries, Business Wire facilitates the simultaneous flow of market-moving press releases from corporations to financial markets and their audiences, including regulatory authorities, media, investors, financial information systems and consumer news services. Business Wire also handles XBRL tagging, document formatting and regulatory filing into EDGAR, SEDAR, FSA and other systems.

Communications professionals turn to Business Wire to optimize and issue press releases, photos and multimedia to news organizations, journalists, trade publications, search engines, and individuals, with full-text posting to web sites, online services and

databases. A range of distribution options enables members to target by geography, industry, news theme and audience demographics.

Founded in 1961, Business Wire has dual headquarters in San Francisco and New York, with 30 bureaus in cities including Los Angeles, Chicago, Boston, Miami, Paris, Frankfurt, London, Brussels, Tokyo, Toronto and Sydney and reciprocal offices throughout the world. Business Wire's patented NX data platform supports XML, XHTML and XBRL code that enhances news release interactivity, social media sharing and search engine optimization. More information about Business Wire and its services is located on its website at www.BusinessWire.com.

Contacts

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At A Glance

Business Wire

Headquarters: San Francisco, California

Website: <http://www.businesswire.com>

CEO: Cathy Baron Tamraz

Employees: 500

Organization: A Berkshire Hathaway Company

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