

## APO launches press release service for Middle East, North Africa

DUBAI, UAE - The African Press Organization (APO), the sole press release wire service in Africa and a global leader in media relations relating to Africa, yesterday, 5 September 2016, announced the launch of MENA Wire, the first-of-its-kind press release distribution and monitoring service dedicated to the Middle East and North Africa (MENA).



Nicolas Pompi ne-Mognard, APO Founder and CEO

Founded in 2007, [APO](#) has established itself as a leading press release distribution service, distributing press releases on behalf of companies, PR agencies, institutions and organisations - including Facebook, Uber, Samsung, Visa, General Electric (GE), DHL, L'Or  al, Starwood Hotels & Resorts, the Dubai Chamber of Commerce and Industry, PwC, Yahsat,

Orange, The Economist Event, the Islamic Development Bank, flydubai, Viber, Novartis, Sanofi, Caterpillar, MoneyGram, to name a few (full list: <http://www.APO.af/DJbGqJ>).

APO's ambition with MENA Wire is to become the market leader in press release distribution and monitoring in the MENA region within the next 24 months.

The MENA Wire distribution network reaches influential print media, broadcasters, websites, blogs and social media in 18 countries, with a potential reach of 250 million people in the Middle East and North Africa.

MENA Wire's content is redistributed by several Middle Eastern and international partners, including SyndiGate (the Middle East's leading content licensing and syndication agency), MENAFN (the Middle East North Africa Financial Network), Bloomberg Terminal, Thomson Reuters Terminal, Lexis Nexis, Dow Jones Factiva and more.

Being part of MENA Wire includes:

- Unlimited number of words.
- Unlimited multimedia content, at no extra charge (photos, videos, documents, infographics and audio files).
- Translation in all the written languages of the Middle East and North Africa.
- Targeted emailing to the entire MENA database for a region-wide distribution. Press releases will be distributed to APO's database of journalists from each country covering general news: Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Yemen.
- Targeted emailing to all MENA and international journalists reporting on the industry or topic covered by the releases.
- Web Reach. The release will be posted verbatim on APO official news website partners, including the Middle East North Africa Financial Network (MENAFN).
- Social Media Reach on Twitter, Google+, Facebook, LinkedIn, Scoop.it! and Rebelmouse.
- International Reach via a partnership with the Bloomberg Professional service (Bloomberg Terminal), Thomson Reuters professional platforms, Dow Jones Factiva, LexisNexis, SyndiGate (the Middle East's leading content licensing and syndication agency), and others. APO's technology platform enhances the value of press releases by adding Metadata Taxonomies for News (NewsCodes used by the news industry).
- Complete online media monitoring and social media analytics in five working days following distribution.

"The unprecedented success of Africa Wire, APO's press release distribution service in Africa, has catalysed an increase in client demand for a Middle East service with the same quality and return on investment. At APO we listen to our clients and mould our service according to their needs. If our clients are happy, we are happier. I'm confident that MENA Wire will become the market leader within the next 24 months," says Nicolas Pompigne-Mognard, APO founder and CEO.

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