Exercise

# 11. Grow your company with press releases

Read the statements below about growing your company with press releases and decide if each is typically true or false.

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| True | False | Statement |
|  |  | 1. | Press releases are cheaper than other forms of advertising.  |
|  |  | 2. | There are no distribution costs for press releases. |
|  |  | 3. | Someone in your PR Department can write a press release. |
|  |  | 4. | An effective press release can attract new customers. |
|  |  | 5. | Even if a press release is good, it is unlikely that others will link to it. |
|  |  | 6. | A good press release stands a high chance of going viral. |
|  |  | 7. | The worldwide web does not play a major role in the distribution of your press release. |