

Product Launch Press Release Template

For a new product, app, feature or version. The structure puts the problem and the user first, which is what gets a launch covered instead of filed as an ad.

[Orange] fill in your details *[Grey]* write this part yourself, then delete the prompt

FOR IMMEDIATE RELEASE

[Company name] launches **[Product name]**, *[what it does in a few words]* for *[who it is for]*

[The single most useful detail: a capability, a price point, a platform, or who can use it from today]

[City], **[Release date]** - **[Company name]** today launched **[Product name]**, *[a one-line description of the product]*. **[Product name]** helps *[who]* *[do what]*, *[a short phrase on why that is hard today]*.

[The problem. Two or three sentences on what your users deal with now, ideally with a concrete example or a figure you can source.]

[What product name does about it. The two or three things that matter most, described as outcomes for the user rather than a feature list.]

[Proof. Early customers, beta results, a pilot, or a milestone. Only include numbers you can back up.]

[Product name] is available *[today / from date]* at **[Website]**. *[Pricing, plans, platforms, or how to get access]*.

"*[Why you built it, in a sentence that sounds like a person]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What you expect it to change for users]*."

About **[Company name]**

[Company name] *[one sentence on what you do and for whom]*. *[One sentence of proof: founded year, customers, footprint, or a figure you can verify]*. Learn more at **[Website]**.

Media contact

[Media contact name]

[Media contact email]

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When to use this template

- A new product, app or service goes live
- A major new version or a feature big enough to stand on its own
- A product opens up to a new audience, platform or market

Headline formulas

1. **[Company name]** launches **[Product name]**, *[what it does]* for *[whom]*
2. **[Company name]** launches **[Product name]** to *[solve specific problem]*
3. New **[Product name]** lets *[who]* *[do what]* in *[time or effort]*

Tips from the editor's desk

Sell the change, not the feature list

Editors cover what a product changes for people. Describe the before and after for the user, and keep the full feature list on your product page.

Give availability its own paragraph

Readers want to know where, when and how much. A clear availability line also makes it easy for a writer to add your link.

Time it with the launch, not before

Release the news when the product is live or opens for signups, so anyone who reads it can act on it straight away.

Add visuals

A product screenshot or short demo link gives an editor something to run with the story. Host them where they can be downloaded.

Before you send it

- | | |
|--|--|
| ☐ Headline is under 70 characters and names who did what | ☐ Names and titles are spelled correctly and approved by the people named |
| ☐ The first sentence states the news completely | ☐ Partners, investors or customers mentioned have signed off |
| ☐ Dateline has the city and the release date | ☐ Boilerplate is current, and every link works |
| ☐ Every figure is accurate and you can show where it came from | ☐ The media contact is a real person who will answer |
| ☐ Each quote adds a reason or an opinion, not a repeat of the facts | ☐ Read it aloud once. Cut anything that sounds like an ad |

Written it? Get it published.

PressHalo distributes your release to a network of real news sites, with an editor checking it before anything goes out, and a report of every placement.

presshalo.com/start