

FOR IMMEDIATE RELEASE

Of interest to Members and Subscribers of [ENTER JOURNAL NAME]

[ENTER JOURNAL NAME] LAUNCHES NEW WEBSITE FOR INCREASED USABILTY AND FUNCTIONALITY

City, State. - Month Date, 2009 -- [ENTER ORGANIZATION] (www.URLHERE.com) launched its new online journal website (www.JOURNALURL.org) on Day, Month Date, featuring a new look and improved content tools and features. [ENTER PUBLICATION NAME]'s upgraded website was designed by Allen Press, who also provides maintenance and customer service to users. [ENTER PUBLICATION NAME] embarked on this project to bring new functionality and a more user-friendly interface to all of its readers.

Among its many new features designed with users in mind, [ENTER PUBLICATION NAME] now includes personalized profiles allowing for saved searches and e-alerting preferences, article and title-level tools such as RSS feeds, and related article and author searches.

For subscribing libraries, [ENTER PUBLICATION NAME] is pleased to offer an increase in core access and reporting functionality including easy download of COUNTER statistics.

"The launch of the new website marks the culmination of many months of work for our dedicated team. We hope that you find the end product worthy of our collective efforts," said [ENTER NAME]

We invite you to visit to the new site, (www.JOURNALURL.org) and see these and other improvements for yourself. Users at subscribing institutions will be IP-authenticated as in the past.

About Society XYZ

Society XYZ...

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