



---

## GUIDELINES FOR POSTING AND SUBMITTING PRODUCT ANNOUNCEMENTS ON THE ZYCON DIRECTORY

Thank you for your interest in wanting to post your product announcements on [Zycon.com](http://Zycon.com). To provide the quickest and easiest method for Zycon to post your announcements, we recommend the following criteria:

1. Copy or create the press release on your company's official letterhead, preferably including the product image(s). It does not have to be in the standard press release format.
  - a. NOTE 1: The PR can be in either Adobe (PDF) or Microsoft Word (DOC) format.
  - b. NOTE 2: Supplementary documents, such as specification sheets, may also be submitted.
2. Produce a small excerpt / short summary describing the new product.
3. Include the product image(s) as separate items (outside the PDF or DOC).

The short summary is posted directly on the product announcements page, along with an image. The actual press release will be available via a hyperlink following the summary. Please review our site at [www.zycon.com/Product\\_Announcements.asp](http://www.zycon.com/Product_Announcements.asp) to see examples.

If you are submitting a group of announcements at once, Zycon will spread them out throughout the year to help promote fresh content. If you want them posted earlier or all at once, please inform us upon submission.

All press releases are "syndicated" using the RSS ("Really Simple Syndication") technology allowing for additional exposure. Zycon's "RSS feed" is available through syndication sites such as Feedster, Syndic8, etc., and can be subscribed to there, or through news aggregator like Mozilla Thunderbird and My Yahoo, etc. For more information on RSS, refer to <http://www.xml.com/pub/a/2002/12/18/dive-into-xml.html>.

Press releases, including the PDF or DOC, excerpt, images, and any supplementary materials should be e-mailed to [zycon@zycon.com](mailto:zycon@zycon.com). If you have any questions regarding these guidelines, please contact a representative at 586-755-2500 or via e-mail at the same address above.

Last Updated: 5/9/2006