YES! PRESS FREQUENTLY ASKED QUESTIONS

Q: How many news outlets will YES! PRESS guarantee placement?
A: At least 400 and most likely more. As many as 500 news sites could run your press release depending on many variables outside our control. Newsworthy announcements are the most appropriate as each outlet has a choice of what PR they choose to publish.

Q: How long does it take to see the results once my press release is submitted?
A: Within 24 hours many press releases are already in place, but it takes at least 72 hours/3 days to see the full results. Once a site goes "live" we provide a link for proof of publication.

Q: How do I know which sites have accepted my press release?
A: YES! PRESS provides you with a Press Release Report that shows every single media outlet or publication source and a live link is provided for each one. You will actually be able to click on the links and see your press release on the various sites.

Q: Are there any additional charges beyond the $49 submission fee?
A: The only possible extra charge would be copywriting assistance, but YES! PRESS does not write press releases - we distribute them. If you need help writing the PR, let us know and we can recommend outside consultants to help you.

Q: What items and links can be in my press release?
A: You can add a photo or video, up to 5 web links, including a Google Maps link (optional)

Q: How long should the press release be?
A: We cannot accept press releases longer than 500 words, including the headlines.

Q: Does submitting a press release to YES! PRESS help Google Search Results or SEO?
A: YES! Getting your press release on hundreds of major news sites is a fantastic way to boost the reputation of your company or products. Google and other search engines give news a high priority and you will see your press release showing up in searches for your company. This means people will find not only your websites, but your most recent announcements!

Q: How long do the news sites keep my press release visible?
A: For at least one year. Some will keep your press release visible forever.

Q: How is it possible to do all this for only $49?
A: You are a member of YES!PAK and your monthly subscription fees help defray the cost of YES! PRESS. If you are not a YES!PAK subscriber, the non-subscriber price is $497 per press release. YES! PRESS is a very high-value benefit of the YES!PAK program.

Q: Is there a limit to the number of press releases I can submit?
A: Technically not, but each press release must be original content (not copied and pasted from the Internet) and it should be significantly different from your last press release.

Q: Can I submit press releases for my clients?
A: YES! This is an ideal way to give your clients more value as part of your services to them. YES! PRESS is an ideal add-on, bonus or "Thank You" for B2B coaches, agencies, consultancies and media firms. The ability to get your clients published on hundreds of sites is tremendous.

Q: If I submit for my clients, who receives the Press Release Report?
A" The YES!PAK subscriber receives the report. Payment to YES! PRESS must come from a YES!PAK subscriber. After your receive your PDF report, you can forward that to your client.

Q: If I charge my client for a press release, is there a limit to what I can charge them?
A: We are a vendor to your company in this regard. We have no control over what you charge your customers, but standard industry rates are anywhere from $300 to $1,000 or more, depending on the press release distribution company involved.

Q: How many press releases should a company send out per year?
A: Most companies should strive to send out several (3-4) per year but many companies send out far more than that. Press releases are newsworthy announcements, not book reports on your every day products and services. Use discretion, but if your company is rocking the news, you have every right to put the word out there. Many companies use press releases for product launches, promotional announcements, when key people are hired, acquisitions and more. For a list of press-worthy reasons to publish, see the last question in this document.

Q: Can I see what a Press Release should look like before I order?
A: YES! **CLICK HERE** to see a sample report where we announced the YES! TEST. This is our actual Press Release.

Q: What's the difference between YES! PRESS and a PR firm?
A: A PR Firm will write your release and attempt to get articles and stories written about you in specific publications and websites. YES! PRESS gets your release distributed to the world in a matter of hours. Obviously, the fees charged by a professional PR firm are appropriately higher. PR firms can also use YES! PRESS to handle mass press release distribution as well.

Q: Is there anything I cannot put in a press release?
A: Yes. For a complete list of what is prohibited, see the PROHIBITED PRESS RELEASE CONTENT page.

Q: Can I get a refund at any point?
A: Once the press release has been approved and submitted for distribution, refunds are not possible as there is no way to stop it..

Q: What is considered a "newsworthy" Press Release?
A: A press release is an announcement of an important event in your business that will be occurring shortly or has already occurred in the recent past. Timeliness, relevance, and important events to your readers make for newsworthy PR.

Q: Any other tips or advice?
A: Write the kind of press release your intended audience would want to read. Pay close attention to the headlines and/or sub-headlines. Avoid industry jargon, abbreviations, slang or heavy promotional writing. Write from the 3rd person (not I, we, me), but as if it was written about you by a journalist. Check your PR for typos thoroughly and check all links before it is submitted as once published, it cannot be removed or edited. Above all be accurate and never use your PR to damage others.

Q: What are some good reasons to put out a press release?
A: Press releases are news-related, meaning they are about something that will happen in the near future or recent past (such as quarterly earnings, contest results or a landmark business milestone achieved). Here are some great ideas so you can create multiple press releases every year.

- You have a new product or service
- You are changing your brand name
- You are relocating to a new location
- You have expanded, merged or acquired another company, product or service.
- You have a new website
- You have a contest or promotion
- You have received an award, grant or investment
- You have an impactful study or survey
- You have donated to a non-profit mission, charity or social cause
- To announce financial earnings, profits, quarterly results, achieved goals
- Breaking an industry record or norm
- You have a new webinar or otherwise educational program available
- You have an exceptional new hire or C-suite executive joining your team
- You have a future event to announce or you are announcing the results of such an event
- To announce your part in a much larger, national or global story or happening
- You are discontinuing a service or product of interest to your audience
- You are closing down, or discontinuing operations
- You are first to market with a breakthrough or discovery
- You have news of specific industry trends, or data on a topic related to your brand
- You have a promotion that ties in with a specific date or holiday
- You have been featured in a prominent publication, on TV, radio or podcast.
- You have a celebrity endorsement to announce
- Something you have produced has gone viral or is trending dramatically up

YES! PRESS TERMS & CONDITIONS

This document states the terms and conditions on which YES! PRESS, a product of ADMANITY® offers access to our services and subsequent press releases ("Content"), to registered members and subscribers. If you have a query about anything that has not been addressed in this document, please contact us at info@admanity.com for clarifications.

PLEASE READ THIS AGREEMENT CAREFULLY BEFORE SUBSCRIBING TO OUR SERVICES.
By utilizing YES! PRESS, you accept all the terms of use stated below in its entirety. This agreement may be modified at any time depending on the changes in business conditions and policies.

Acceptance Terms
By completing the signing up process, you agree to abide by all the terms, conditions, policies, procedures, and guidelines stated on this document. YES! PRESS and/or ADMANITY® may amend these terms and conditions from time to time and you are able to read about any changes here at any time. If you do not agree to the changes and modifications, you must clearly state so and request for closing of your account. Your continued usage of our services will automatically signify your acceptance of the updated terms.

If you have an account or submit press releases on the YES! PRESS platform, you are fully responsible for maintaining the security of the account and for all the activities that occur under the account. You must not assign keywords to your Content in an unlawful or misleading manner, or with the purpose of cashing in on the name or reputation of others. YES! PRESS reserves the right to change or remove any description or keyword that it considers inappropriate or unlawful or has the potential to cause liability.

You must notify YES! PRESS of any breach of security or unauthorized uses of your account. YES! PRESS will not be liable for any acts or omission by you, including any damages of any kind that you may incur as a result of such acts.

YES! PRESS services must not be used for unlawful purposes or for promotion of illegal activities. Your account will be terminated immediately on knowledge of such acts and you may be reported to the appropriate authorities. You are entirely responsible for the Content and any harm resulting from the Content. This holds true regardless of whether the Content is in the form of text, graphics, video, an audio file, computer software or other. By making Content available using our services, or on the website, you represent and warrant that:

- The downloading, copying and use of the Content will not infringe the proprietary rights, including but not limited to the copyright, patent, trademark or trade secret rights of any third party.
- If your employer has the rights to intellectual property you create, you have either received permission from your employer to post or make available the Content, including but not limited to any software or secured from your employer a waiver to all rights in or to the Content.
- You have fully complied with any and all third-party licenses relating to the Content, and have done all things needed to successfully pass through any required terms to end users
- The Content does not contain or install any viruses, worms, malware or other harmful or vicious software.
- The Content is not spam or randomly-generated, and does not contain unethical or unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites, or to enable unlawful acts or mislead recipients as to the source of the material.
- The Content is not obscene, libelous or defamatory, hateful or racially or ethnically objectionable, does not contain threats or incite violence towards individuals or entities, and does not violate the privacy or publicity rights of any third party.
- The Content is not getting advertised via unwanted electronic messages such as spam links on newsgroups, email lists, other blogs and web sites, and similar unsolicited promotional methods.
- You will not hold YES! PRESS or ADMANITY® liable of any charges with regard to copyright infringements should the Content you provide be copyright protected by any third party.

YES! PRESS cannot review all the materials submitted and therefore cannot be responsible for the content of the material, its use and effect. By operating the website, YES! PRESS does not imply that it endorses the material posted to or on their website and trusts such material to be useful and within established legal frameworks.

YES! PRESS cannot review all of the materials made available through websites or web pages to which YES! PRESS links. We do not have any control over those websites and web pages and are not responsible for their contents and its use. By linking to a non-YES! PRESS website or web page, we do not represent or imply that we endorse the website or its contents. You are solely responsible for taking all precautions necessary to protect yourself and your systems from viruses, worms and damaging Content. YES! PRESS and ADMANITY® disclaim any responsibility for any harm resulting from use of such websites and web pages.

YES! PRESS requests others to respect its intellectual property rights just as it respects the intellectual property rights of others. If you believe that your work is being infringed on this site, please inform our agent for claims of copyright or other intellectual property infringement immediately.

Your use of the YES! PRESS website or the Service signifies acknowledgement of and agreement with our Privacy Policy. You further acknowledge and agree that YES! PRESS may, in its sole discretion, preserve or disclose your Content, as well as your information, such as email addresses, IP addresses, timestamps, and other user information, if required to do so by law.

YES! PRESS may terminate your access to all or any part of the Website at any time and remove your Content from consideration for publication, with or without cause, with or without notice, effective immediately. If you wish to terminate this Agreement or your YES! PRESS account, you may simply discontinue using the Website. Notwithstanding the current and any other agreement, if you have placed paid Content on the Website, such Content can be removed by YES! PRESS if we determine in our sole discretion that your Content violates our Terms of Service or you materially breach this Agreement.

You agree to indemnify and hold harmless YES! PRESS, ADMANITY®, their officers, directors, agents, employees, its subsidiaries, affiliates, contractors, and its licensors, and their respective directors, officers, employees and agents from and against any and all claims, losses, damages (actual and consequential), suits, judgments, litigation costs and attorneys' fees, of every kind and nature, arising out of your use of the Website or YES! PRESS services, including but not limited to, out of your violation of this Agreement.

This Agreement constitutes the entire agreement between YES! PRESS, ADMANITY® and you concerning the subject matter hereof, and may only be modified by a written amendment signed by an authorized executive of YES! PRESS, ADMANITY,® or by the posting of a revised version. YES! PRESS may assign its rights under this Agreement without condition.

This Agreement will be binding upon and will inure to the benefit of the parties, their successors and permitted assigns.

Stop Requests:
You may make a request to stop your scheduled press release however there is no guarantee a stop will be executed. Write to your YES! PRESS representative or raise a customer support ticket at info@admanity.com to make a request.

Prohibited Press Release (PR) Content

These Categories are not allowed:

- Marijuana/cannabis, Illicit drugs, Alcohol, Tobacco
- Buying or selling or initial coin offering (ICO) or trading of Crypto Currency or Coins or tokens-related content is not allowed. Only blockchain technology base content is allowed
- Politics
- Explosives, Guns, Weapons
- Cosmetic procedures and body modification
- Adult, Nudity and sex, Sexual reproduction, Dating
- Music video/audio, podcast, etc. with parental advisory/explicit content
- Pseudo-religious articles, trinkets (amulets, bands, bracelets, charms, magic)
- Obscenities, vulgarity and abusive language
- Betting, gambling, FOREX trading or relevant content
- Buying likes, followers and views for social media websites
- HopLinks, affiliate marketing links or relevant websites
- Ebooks on get-rich quick schemes, proven/unproven medical alternatives and protocols. *(including weight-loss products and nutritional supplements like Garcinia Cambogia, Forskolin & etc)*
- Website Links flagged as potential malware threats
- Content related to Payday Loans / Credit scores / Reports / Ratings
- Content related to Bail Bonds
- Content with derogatory statements about other companies
- Erectile dysfunction, Breast enhancement & related
- Massage centers
- Phone unlock content

Legal Claims:

- Alleging illegal or unethical behavior on the part of another party, or
- Alleging breach of contract on the part of another party, or otherwise threatening any party with litigation, or
- Making false or misleading claims regarding the identified sponsor or any third party or the products or services of the identified sponsor of any third party.

Overall Policies

Press Releases should not promote a business model or practice that is deemed as unacceptable or is not in accordance with **YES! PRESS** overall marketing and business policies. The decision whether a press release meets the accepted industry standards will be taken at the sole discretion of our experts.

No Spam

Using spam phrases is not allowed in PRs. Please don't use common advertisement and promotional words and phrases like 'Click here' or 'Great business opportunity' and the likes. Avoid using exclamation marks and caps on specific words with an intent to promote your products and/ or services.

No Content that Intends to Harm

Press Releases must not contain any content that is intended to harm the reputation of an individual, group, or company. The tone and tenor of the content must not incite, promote, or express hatred and must steer clear of bigotry, racism, or unjustified violence. The releases must not include "hate speech," be it directed at an individual or a group, which include but are not limited to, language, religious affiliation, race, gender identity, sexual orientation, or sex.

Legal

It is the responsibility of the company to make sure the information used in the PR is accurate and current to substantiate any professional claims. All Press Releases referencing legal action or criminal matters must be backed by appropriate documents duly referenced and attested to by appropriate authorities.

Valid Contact Info

All releases submitted for distribution should include a valid phone number and e-mail address.

ADMANITY®
Attract the World To Your Brand

The YES! TEST emerges as breakthrough online tool to increase sales for any business

Digital marketing content creator ADMANITY® has launched its YES! TEST, offering it to small businesses and solopreneurs to help them better understand and market their brand. The company, developer of a suite of products including lead generation, email marketing, online networking, and brand marketing, is offering to test up to one million small businesses, free of charge.

Branding, as it relates to marketing and advertising, has always been a complex and often bewildering process for small businesses and even many agencies they hire. Opinions and theories often clash as companies try to find the perfect message to sell their products and services to an audience that often seems to have seen it all before.

Visiting **FreeYES!TEST.com** promises to end such drudgery for any given small business. Using ADMANITY's proprietary algorithm, the test is a key first step for any business seeking to know its most effective marketing tactics. "There has never been anything like The YES! TEST before, so most small business owners, entrepreneurs and marketers are not aware this technology exists. The best way for us to get it into the marketplace is by opening the floodgates for free," said Brian Gregory, CEO for the company and creator of the test algorithms.

The complex algorithms, research, and development of the **YES! TEST** required seven years to complete. The test doesn't analyze the business or even its industry niche. Instead, it analyzes the emotions that will be needed to persuade customers to say "YES" to that particular brand. "People buy on emotion, so the test focuses on what the customer's want to feel and how to trigger those feelings," said Gregory.

ADMANITY® studied only the most successful ads of the past 100 years to provide foundation for its algorithms. *"The truest test of any ad is how it performed in the marketplace on real consumers. We found similar formulas and patterns when we studied the most profitable ads ever created," said Roy Regalado, ADMANITY® President. "Once you know why those ads did so well, it's simple to adapt your messaging around these timeless, successful formulas," he said.

Test-takers are treated to a a fast and easy way to analyze their own brands, using a simple, True-False question format, taking only about 5 minutes. No two tests are alike as every user takes a unique test, guided by their own answers. Once complete, a free, multi-page result offers dozens of recommendations and the exact emotions customers need to feel to say YES to the brand. Customers have raved about this critically valuable information, with many stating it is "mind-blowing."

"Agencies, consultancies and entrepreneurs could spend months and countless wasted dollars trying to figure out their brand's ideal formulas using a "best guess" technique. We can eliminate doubt and save countless hours and dollars," said Gregory. **YES! TEST** recommendations can be applied to ads, websites, funnels, emails, social media, video/audio scripts, blogs and even a sales team's verbal conversations.

"Our focus with our entire suite of products has always been the small business, consultant, and solopreneur. The **YES! TEST** uniquely addresses, and is specifically suited, for these audiences" added Regalado.