

Pros mop up NYSE de-listing fallout

By Craig McGuire

NEW YORK: Following the New York Stock Exchange's first loss of a listing to Nasdaq, PR pros for both companies scrambled last week to deal with the fallout.

Aeroflex, a Plainview, NY-based hi-tech outfit, became the first firm to de-list with NYSE since the Securities and Exchange Commission threw out a rule last year prohibiting NYSE companies from moving to other exchanges.

Nasdaq moved quickly to capitalize on Aeroflex's defection, orchestrating two separate media events at the exchange's Times Square Marketsite facility. More telling, however, were the full-page ads Nasdaq took out last week in both *The New York Times* and *The Wall Street Journal*, which ambiguously heralded "Another Company Switches to Nasdaq."

"I don't think the headline of that ad necessarily implies companies in New York, but more like companies listed on other exchanges," said Andrew MacMillan, SVP of corporate communications at Nasdaq parent NASD.

While he declined to comment on the ad, NYSE's managing director of media relations Ray Pellecchia pointed out that since January 1998, 100 companies have switched from the Nasdaq and Amex exchanges (both owned by NASD) to NYSE. Furthermore, he added, at least 30 made the switch since the rule change last year.

"In the past all we could do is play defense with no offense," countered MacMillan. "The volume of companies leaving has gone down, and there are even others [at NYSE] who are considering the move as we speak."

Internet Wire nets \$17m VC windfall

By Craig McGuire

LOS ANGELES: Ripe with an infusion of \$17.5 million in venture capital funding, online news distributor Internet Wire is hoping to make further inroads into the \$350 million satellite-based wire services market.

Co-founder and CEO Michael Terpin said most of the money will be plowed into beefing up the company's sales and marketing team, which has already grown from four to 83 since the start of last year. Some of the money will be allocated for expansion across new vertical markets, but the riches vein remains hi-tech. Internet Wire already has 26,000 journalists in its database, of which 9,000 are in technology. The client base has also grown to 2,300.

Investors included VC heavyweights Sequoia Capital and Hummer Winblad Venture Partners. With both firms considered strong IPO engineers, it may only be a matter of time before IW goes public. "It is certainly an option we are considering," Terpin admitted. Internet Wire is already valued at \$43 million, according to Terpin.

Terpin also said that it was unlikely IW would pair with one of the major wire services: "We met with both Business Wire and PR Newswire a little while ago to discuss possible synergies, and found there were none."

The average cost of distribution on Internet Wire is \$275 versus an average cost on a satellite-distributed release of \$1,000, Terpin claimed

Bacon's expands service with Net, b'cast coverage

By Craig McGuire

CHICAGO: Bacon's Information is expanding its repertoire, adding broadcast and Internet coverage to its print media clipping service.

"Our clients have been asking for TV monitoring ever since TV was introduced," said VP of business development Michael Buxbaum.

When asked why it took the 70-something Bacon's so long to start the service, dubbed TVNewsClips, Buxbaum responded, "We were waiting for automation," adding that manual monitoring would have been cost-prohibitive.

Twenty percent of Bacon's new clients have signed on for the service since it was introduced last month, and it will be rolled out to Bacon's full client base by the end of the month. The company is not asking for an additional service charge, only a per-article fee.

"For the Bacon's client, this is a home run," said Medialink chairman, president and CEO Larry Moskowitz, whose company is offering Bacon's TV clipping service through its NewsIQ suite. "And for us, it's a way to leverage a substantial investment."

The deal also gives Medialink a connection with Bacon's parent, media giant Primedia. Moskowitz said now that the Bacon's/Medialink partnership is up and running, he hopes to work with other Primedia properties.

NetClips, Bacon's Internet coverage service, is currently in beta testing at 25 client sites. The company plans to roll out the service, which will monitor some 3,000 Web sites with news content, later this month.