



# Celebrating 53 Years of Industry Firsts

Business Wire continues to be a proponent of personalized customer service. Today, the company has 32 bureaus worldwide, with 22 full-service newsrooms, more than any other commercial newswire to provide better local support with faster turnaround and greater accuracy. That's what 53 years of experience and credibility can do.

## **Business Wire Corporate Milestones and Industry Firsts:**

**1961:** On October 2, Founder, Lorry I. Lokey, opened the doors of Business Wire in San Francisco with seven clients and a private line communications network serving 16 Bay Area media points. Before the decade was over, Business Wire would open a Los Angeles office.

**1978:** Business Wire becomes the first commercial newswire to take advantage of satellite-to-computer news delivery via The Associated Press's DataFeatures service. News releases were transmitted at 1,200 words per minute direct into the editorial computer systems of AP member organizations, greatly expanding Business Wire's media reach and providing journalists with desktop access to releases.

**1979:** Future Chairwoman and CEO, Cathy Baron Tamraz, is hired as an editor in the San Francisco office.

**1980s:** New York office opens, eventually becoming the company's co-headquarters and the home base for much of the company's senior management team. Other offices added during the decade include Atlanta, Charlotte, Cleveland, Denver, Miami, Nashville, Newport Beach, Philadelphia, Phoenix, San Diego and Silicon Valley.

Business Wire also begins archiving its releases in popular databases, including Lexis/Nexis and Factiva.

Business Wire's future leadership team joins the company, including President Gregg Castano (1985), and Chief Operating Officer Phyllis Dantuono (1986).

# BW Corporate Milestones and Industry Firsts



**1990s:** Business Wire's office expansion continues with offices in Chicago, Dallas, Houston, Minneapolis, Sacramento, San Antonio, and Washington, D.C.

The company also opened its first international office in Brussels, Belgium.

**1993:** Business Wire pioneers satellite photo delivery via AP PhotoExpress.

**1995:** BusinessWire.com becomes the industry's first online newswire, creating a web site that posted all English-language releases. At the time, there were less than two dozen commercial web sites. Two years later, the site became multilingual.

**1997:** Business Wire introduces the Smart News Release, the world's first multimedia news release. Text releases were accompanied by photos, audio and visual assets.

**2000s:** The new millennium witnessed global expansion with offices in London, Frankfurt, Paris, Toronto, Tokyo, Sydney and Hong Kong. Business Wire's distribution network kept pace as it entered into distribution agreements with scores of international and national news agencies including Agence France-Presse, Press Association, ANSA, Jiji Press, Interfax, Agencia Estado and Notimex.

**2000:** On the heels of the U.S. Securities and Exchange Commission implementing Regulation Fair Disclosure, Business Wire unilaterally ended the traditional "15-minute delay," providing retail investors with real-time access to market-moving information for the first time. The rest of the commercial news wire industry eventually followed suit.

**2001:** Business Wire becomes the first U.S.-based wire service to offer EDGAR filing services, enabling publicly traded companies to fulfill their electronic reporting requirements.

Business Wire celebrates its 40th anniversary with Cathy Baron Tamraz opening that day's NASDAQ trading session in New York. Mayor Willie Brown proclaims "Business Wire Day" in San Francisco.

**2002:** Business Wire is sanctioned as a regulatory disclosure service by the U.K.'s Financial Services Authority (now known as the Financial Conduct Authority), and Germany's BAFIN.

**2003:** Cathy Baron Tamraz named Business Wire's president.

Business Wire revolutionizes the global news industry with the introduction of "NX," its proprietary platform that delivers news to all network recipients simultaneously, and in real-time. The system is enabled for multimedia and multilingual transmissions. Business Wire is awarded a U.S. patent in 2006, a Canadian patent in 2009, and a European Union patent in 2012.

Business Wire also unveils NewsTrak, which provides clients with audience measurement data and other metrics confirming return on investment.

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**2005:** Cathy Baron Tamraz named CEO.

**2006:** Business Wire becomes a wholly-owned subsidiary of Berkshire Hathaway, the Fortune 4 holding company of famed value investor Warren Buffett.

**2007:** With the passage of the European Union's Transparency Obligations Directive, Business Wire introduces regulatory disclosure services in a dozen European markets. Today, Business Wire is able to satisfy disclosure obligations in 14 markets throughout North America and Europe, more than any competitive service.

**2010:** Staying at the forefront of technological changes, Business Wire launches its Global-Mobile-Social-Measurable initiative, leveraging global distribution platforms, reach to mobile users worldwide via a variety of apps, increased sharing and measurement tools to provide unrivaled added value.

Business Wire launches SEO-friendly state-of-the-art online newsrooms, IR web site, and online press kit hosting services.

**2011:** Business Wire celebrates its 50th anniversary by ringing the opening bell at the New York Stock Exchange. New York City Mayor Michael Bloomberg and San Francisco Mayor Ed Lee proclaim "Business Wire Day" in its co-headquarter cities.

**2014:** Business Wire announces receipt of its Service Organization Control [SOC] 2 Type II attestation engagement report, providing independent validation that the company's internal security controls are in accordance with the American Institute of Certified Public Accountants' applicable Trust Services Principles and Criteria. Business Wire is the only service provider in the commercial news industry that holds this distinction.