

Report on Press-Release Promotion

Objective: Announce release of SyncMate 2.5 in online IT editions

Date: 12 January, 2010

Time: 10.00-12.00 (Moscow time)

Result: see below

Edition	Visits / Day
Tom's Hardware Guide / Russian Edition	45.251
Computer Magazine F1CD	9.649
Cyberstyle: Грызуны киберпространства	9.526
CyberSecurity.ru	8,786
TechnoPortal	7,993
Mobile News	7,942
iToday.ru	7,029
Computer newspaper "Nestor"	6.678
spbIT	415
IT World	353

The news entered Google News through 15 channels, and Yandex News through 5 channels.

The count of visits per day was calculated at www.statbrain.com.

About Ivan-Pr.com



Ivan-Pr.com is the Russian translation provider with a unique expertise in software. We offer a range of communication services in the area of translation, copywriting and press-release distribution for software vendors and Internet project owners, looking for visibility in the Russian Internet. The service was founded by Roman Korolenko. He began as a translator and press-release writer for the software vendors from the SWRUS community in 2004 where he worked for a local PR service. He continued his work in SWRUS upon completion of his work as a PR writer in March 2008 and started his own Russian translation service at Ivan-Pr.com. In May 2009, Ivan-Pr.com received official accreditation from SWRUS and was recommended as a provider of translation and copywriting services. This official recognition allows Ivan-Pr.com to take its place

among a select group of service providers that are noted for high quality service in their fields.

Our services include:

1. Russian translation of marketing collaterals: press-releases, marketing articles and ads
2. Russian translation of websites, localization of software and technical documentation
3. Copywriting, distribution of press-releases

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