

APO and Acquire Media sign distribution agreement

The African Press Organisation (APO), the press release wire in Africa and Acquire Media, a leading digital media provider serving financial services and corporate communities, have announced a comprehensive content alliance.

APO will provide Acquire Media with an Africa-related news release feed issued by companies, governments, international organisations, non-governmental organisations (NGOs), United Nations (UN) agencies, and more, in four languages: English, French, Portuguese and Spanish.

Via Acquire Media, APO content will be made available throughout the Acquire Media product line including its flagship enterprise product, NewsEdge.com.

"Our clients count on Acquire Media to provide the most relevant and comprehensive news collection for their alerting, monitoring and research needs. The APO-feed enhances this collection providing a valuable resource for press releases and media content from Africa", stated Jason McGorty, director of content.

"This partnership will allow APO customers to reach Acquire Media users worldwide and inform them of new developments, investments and product launches done on the continent", said Eloïne Barry, APO's executive director.

"Professionals of leading corporations consider the African continent as an asset to their development. Offering them intelligence and company information in real-time will help them make better investment decisions", added Barry

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