

Orange renews distribution contract with APO

The African Press Organisation, a press release wire in Africa, announced its renewed contract as exclusive supplier for press release wire distribution in Africa with France Telecom-Orange, global telecommunications operator.

APO is Orange, Airtel, Movitel (Viettel), Exset, the African Development Bank, and more, exclusive supplier for press release wire distribution in Africa, and also works with SkyVision, Millicom (Tigo), Altobridge, ICANN, K-NET, Comviva, Yahsat, Tech Mahindra, Eaton, PR agencies Hill & Knowlton, Edelman, Portland Communications, Richard Attias and Associates, and Africapractice, to name a few.

Since the initial contract with Orange, APO has contributed to offering the brand visibility in the African media landscape through its efficient and cost-effective distribution tool.

Orange press releases will carry on being distributed via Africa Wire, the service for press release wire distribution and monitoring in Africa, reaching over 25 000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites.

Used by some of the world largest companies, communications agencies, institutions, and organisations, including Western Union, Merck & Co., KPMG, Ernst & Young, General Electric, The Carlyle Group, to name a few, Africa Wire guarantees the most extensive reach to Africa, helping APO's clients engage with their audience in all parts of the continent.

APO executive director, Eloïne Barry comments, "We are honored that Orange has decided to renew their contract with APO. This renewal with one of the world's leading telecommunications operators is recognition of the level of service and success provided by the APO team".