



## Corrections.com Press Release Guidelines

Corporate members may submit press weekly for **distribution inside the Corrections.com weekly ezine**. Their press is also posted on the Corrections.com **homepage, main news page** and archived inside their **CorrectSource profile**.

Below are guidelines and submission dates for member press releases. These have been designed to get the best response for members and provide valuable news content for Corrections.com readers.

### Press Release Deadline:

Press releases are posted in the Wednesday ezine should be submitted to the editorial department no later than 5:00 p.m. Tuesday night.

### Press Release Topics:

Press releases generally convey company information to the public. They often announce new products or services, facility programs, personnel changes, company mergers or innovations. Sometimes they comment on a current news item to show goodwill, offer educational awareness or show social responsibility.

### Press release content:

Press releases should include (1) a Title; (2) dateline; (3) several paragraphs of information [no word limit]; (4) a quote(s) [i.e., company executive]; (5) Contact information [i.e., name, title, city, state, phone, email or URL]. It is also recommended that you include "about us" text at the bottom [boiler plate].

### **Sample Contact:**

John Smith, Communications Director  
Xcom Corporation  
610.222.5555  
[jsmith@xcom.com](mailto:jsmith@xcom.com)

## Examples

1. [iSecuretrac Secures \\$6 Million in Financing](#) [450 wds]
2. [Southwest Microwave Launches Improved MILPAC Relocatable Sensor Line](#) [650 wds]
3. [Global Tel\\*Link and The Gores Group acquire Verizon Corrections Division](#) [300 wds]
4. [Tough Security Mirrors Proving Popular In American Correctional Facilities](#) [700 wds]
5. [Sandy Heitman New Project Manager at Norix](#) [90 wds]

Questions? Call to speak with a Media Executive at **617-471-4445**  
or email [sales@corrections.com](mailto:sales@corrections.com)



Examples *cont'd*

## **Rapiscan Systems Multiview X-Ray System Approved for Use by UK Department for Transport**

By: *Rapiscan*

December 12, 2006. Rapiscan Systems, a division of OSI Systems, Inc. announced today that its MVXR5000 (Multi-View X-Ray) inline hold baggage system ("HBS") has been approved for use by the United Kingdom (UK) Department for Transport ("DfT"). The DfT designation allows Rapiscan Systems to begin selling the MVXR5000 systems in the UK and international aviation markets through the company's established global distribution channels.

The MVXR5000 is Rapiscan Systems' latest product offering into the highly regulated aviation HBS marketplace. The MVXR5000 is one of only a few products in the market that has achieved regulatory approval by the UK DfT. The MVXR5000 system provides the operator with enhanced image and dual-energy X-ray images that enable automated explosives detection. The inline system has the ability to process up to 1800 bags per hour, which is approximately four-times faster than the Explosives Detection System (EDS) machines currently deployed at U.S. airports. President of Rapiscan Systems, Ajay Mehra, stated, "We are extremely pleased to have received this designation by the DfT. The approval comes after the successful completion of live trials at Gatwick

International Airport. This signifies our entry into the Hold Baggage market and reinforces Rapiscan Systems' leadership position in the aviation market. As a company, Rapiscan Systems is committed to the development of products and systems that improve airport and passenger security globally."

### **About Rapiscan Systems**

Rapiscan Systems, a division of OSI Systems, Inc. is a leading supplier of high quality security inspection solutions utilizing X-ray and gamma-ray imaging, and advanced threat identification techniques such as neutron and diffraction analysis. The company's products are sold into four market segments; Baggage and Parcel Inspection, Cargo and Vehicle Inspection, Hold Baggage Screening and People Screening. The company has an installed base globally of more than 50,000 security and inspection systems. The Rapiscan Systems product line is manufactured at four locations and supported by a global support service network. For more information on Rapiscan Systems, please visit [www.rapiscansystems.com](http://www.rapiscansystems.com) .

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or email [sales@corrections.com](mailto:sales@corrections.com)