

Press Release

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Samsung to introduce detachable camera feature

Galaxy Pro feature powered by Go Pro will be introduced at CES Keynote Address

COLUMBIA, Mo. (Oct. 26, 2015) – Selfie-taking will be brought to a new level with Samsung's new smartphone release and Go Pro partnership. The Samsung Galaxy Pro or G-Pro will feature a detachable, waterproof, 8MP/1080p60 mini-camera.

The G-Pro and its detachable camera feature—which will be introduced by Samsung Electronics President and CMO Dr. WP Hong during January's International Consumer Electronics Show in Las Vegas—will be sold for the first month with a free wireless charger and a mounting device—useful for action-based selfies and videos.

"This is the age of social media and the selfie," President and CEO of Samsung Electronics North America Gregory Lee said. "First, the Galaxy S6 edge featured a wide camera which threw out the use of selfie-sticks. The G-Pro camera is a step up from that. Our partnership with Go Pro will amplify picture and video-taking in a way that will revolutionize social media.

Recent smartphone features such as the iPhone 6S' moving photography is expected to be topped by the G-Pro's camera feature.

"We're expecting this feature to trend among millennials," Lee said. "Not only is it the next cool, big thing, but it's more affordable than our competitors' products."

The G-Pro will start as low as \$399, including the detachable Go Pro camera and mounting device. Comparatively, the iPhone 6S starts at \$749.

For more information on the G-Pro and its introduction at the upcoming International Consumer Electronics Show, contact the Communications Director of Samsung Electronics North America at 555-555-5555 or visit www.samsung.com.

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ABOUT THE COMPANY: Samsung Electronics Co. is a company dedicated to developing innovative technologies and efficient processes that create new markets,

enrich people's lives and continue to make Samsung a digital leader.
www.samsung.com

Blog Post for Mashable

Just free hand it. Samsung to introduce detachable camera feature



Detachable electronics seem to be the [new craze](#). After Microsoft introduced its new Surface Book, the Internet seemed to swoon over the laptop's sleek design, flexible hinge and detachable tablet feature. Are detachable features the future? Another tech giant, Samsung seems to think so.

At January's International Consumer Electronics show in Las Vegas, [Samsung Electronics President and CMO Dr. WP Hong](#) will introduce a new smartphone during his Keynote Address.

Samsung partnered with action camera brand Go Pro to create the Galaxy Pro or G-Pro for short—a waterproof, high pixel camera that will be detachable from the cellular device.

Much like the Go Pro, the detachable camera can be mounted on objects for action-centered photography and videography. The only difference from the Go Pro itself will be the camera's direct access to social media.

"The G-Pro is like the selfie-stick on steroids," Mashable reporter Ariel Bogle said after an exclusive viewing of the product. "All those cool shots you've tried to take on boat rides and while biking is now possible and on top of that, you won't have to worry about your phone falling."

The G-pro, which will sell starting at \$399, will be sold with a mounting device and a free wireless charger during its release month.

The Candy Factory
(release geared towards The New York Times)

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Popular Columbia candy store expands to NYC

Online sales from Manhattan drive Columbia, MO's Candy Factory to open first NYC location

COLUMBIA, Mo. (Oct. 9, 2015) – The Candy Factory, a well known chocolatier among online shoppers in Manhattan, New York, will open the doors to its first New York store on October 23.

At the 30 Rockefeller Plaza grand opening, three golden tickets will be hidden away in product packaging. Those who find the tickets will receive a \$500 gift card to Abracadabra costume shop in Chelsea, New York.

“Customers will be greeted by a whimsical Halloween carnival theme upon entering our new, large store,” co-owner and Director of Sales Michael Atkinson said. “Halloween-themed candy will line the shelves, ghoulish decorations will hang from the ceiling, we will be giving tours of our mega kitchen and we will even have a mini Ferris wheel for our youngest customers.”

According to Atkinson, the new kitchen is five times larger than that of the Columbia location and thousands of pounds of candy will be pumped out daily.

The Candy Factory sells gourmet items such as their signature designer chocolate pretzels and chocolate potato chips, which can also be found at popular NYC candy stores such as Dylan's Candy Bar.

“We're entering the New York City market knowing we'll be successful,” Atkinson said. “Our products will go head-to-head with other companies' because of high demand, high quality and proximity, but our products are much more affordable than that of other high-end candy stores.”

Respectively, The Candy Factory's designer chocolate pretzels and chocolate potato chips retail at \$19.95 and \$15.95, while Dylan's Candy Bar's gourmet chocolate pretzels and chocolate-covered potato chips retail at \$25 and \$18.

The Candy Factory also prides itself on its signature ultimate chocolate pizza, which cannot be found anywhere else.

For more information on the grand opening of The Candy Factory in the Rockefeller Center, contact The Candy Factory's Communications Director Candice Brew at 573-555-5555 or visit www.thecandyfactory.biz.

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ABOUT THE COMPANY: The Candy Factory is a high-end chocolatier that started in 1974 in Columbia, MO. The company specializes in old-fashioned sweets and customizable gifts. <http://www.thecandyfactory.biz/>