Cathy Baron Tamraz named Business Wire's president.

Business Wire revolutionizes the global news industry with the introduction of “NX,” its proprietary platform that delivers news to all network recipients simultaneously, and in real-time. The system is enabled for multimedia and multilingual transmissions. Business Wire is awarded a U.S. patent in 2006, a Canadian patent in 2009, and a European Union patent in 2012.

Business Wire unveils NewsTrak, which provides clients with audience measurement data and other metrics confirming return on investment.

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