



Marketwire Expands Hispanic distribution

By Tonya Garcia

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TORONTO: Marketwire expanded its distribution to Hispanic media across Canada, the US, Mexico, and Puerto Rico, reaching more than 5,000 journalists and editors through its new North America Hispanic newswire. The expansion comes after Marketwire's acquisition of International Media Services (IMS) Companies in January 2008, which included NoticiasFinancieras, a Latin America news distribution and syndication system. News distribution partners EFE (a Spanish-language news agency), Associated Press, Notimex and Agencia El Universal were also part of this expanded distribution circuit.