Crypto token launch press release template

Replace everything in [brackets] with your own words, delete every gray line like this one, then search for [to catch leftovers. Page 2 shows this template filled in.

FOR IMMEDIATE RELEASE

[Project] introduces [what the token makes possible, in plain words] with [$TICKER] token launch and [exchange] listing

[Subheadline: the utility story in one sentence, what the token makes possible and for whom, with no price talk]

[CITY IN CAPITALS], [Country], [Month] [Day], [Year] -- [First sentence: the project announces its token launch, naming the ticker, what the token does, the token generation event date, and each exchange it will list on, in 35 to 45 words]

[Utility: what holding or using the token actually does for a user, in plain words with no price or return language]

[How it works: the technology behind the token and the data or signals it uses, written so a reader outside crypto can follow]

[Proof and momentum: the contract address once deployed, an audit with the auditor named, supply and vesting figures, or verifiable company news such as named partners or integrations]

"[Why this matters: the problem the protocol solves, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About paragraph: what the protocol does and for whom, with one or two verifiable facts such as the parent company, the founding team, or named products]

Write this once and reuse it word for word under every release.

Media contact

Name: [Full name]
Title: [Job title]
Phone: [Phone number]
Email: [Email address]
Web: [Company website]
Use a number that gets answered outside office hours and a direct email, not info@.

# # #

Reference copy for reading. Fill in the Word version: mediaboost.press/press-release-templates/crypto-token-launch

Filled example: Crypto token launch

This example rewrites Kuvi.ai's April 29, 2026 MediaBoost release; published pre-launch, it omits contract address, supply, and audit, which your release should include. [Read the published release.]

FOR IMMEDIATE RELEASE

Kuvi.ai introduces the strategy layer of finance with $KUVI token launch and MEXC listing

Kuvi introduces infrastructure for programmable financial strategy, enabling the shift from Assets Under Management to Assets Under Autonomy

TORONTO, Ontario, Canada, April 29, 2026 -- Kuvi.ai today announced the launch of $KUVI, the native utility token powering programmable trading strategies on its Agentic Finance Operating System, with a Token Generation Event on May 1, 2026, and listings on MEXC and PancakeSwap.

Built on the Agentic Finance Operating System, Kuvi lets users turn financial goals into programmable strategies assembled from reusable parts called daemons, persistent processes that watch markets and trade when preset rules are met, while users keep custody of their capital.

Strategies can draw on market data, prediction markets, and real-time narrative signals from platforms such as X and Polymarket, covering styles from momentum and arbitrage to market making and portfolio automation.

The company says it is in discussions with several major wallet providers and centralized exchanges to build execution directly into their platforms.

"Bitcoin made money programmable. Ethereum made finance programmable. Now Kuvi makes strategy programmable," said Dylan Dewdney, Co-Founder and CEO at Kuvi.ai.

Kuvi.ai is pioneering Agentic Finance, intent-driven financial systems that translate user objectives into programmable strategies able to execute autonomously across financial infrastructure. Built on the Agentic Finance Operating System (AFOS), Kuvi enables individuals to compose, simulate, and deploy strategies through modular automation primitives it calls daemons. Kuvi.ai's parent company is Agentonomics, which earlier this year acquired the Web3 infrastructure platform Altura.

Media contact

Name: Lorcan Byrne

Title: Media contact, Kuvi AI

Web: https://kuvi.ai

The published release routes press contact through a form; your release should list a direct email and phone.

# # #

Extras for crypto token launch releases

Top mistakes that get releases ignored

- Including price talk or return language, which gets releases rejected by crypto editors outright.
- Omitting the contract address, the first thing a crypto journalist verifies.
- Presenting an anonymous team with no explanation for the anonymity.
- Running a listing-only headline with no utility story behind it.

Lines that keep editors and exchanges comfortable

[Token] is a utility token used for [function]. Nothing in this release is investment advice.
Contract address: [address], verifiable on [block explorer].
The smart contract was audited by [firm]; the report is available at [URL].

Crypto desks reject anything that reads like a price promise. Facts, audits, and named exchanges only.

Two conventions worth knowing

Holding the story for a specific date? Replace FOR IMMEDIATE RELEASE with EMBARGOED UNTIL [date, time, timezone].

The three hash marks tell journalists the release has ended. UK and EU outlets write ENDS instead; both work.

Ready to send it? MediaBoost shows you the exact outlets before you pay and publishes within 48 hours: mediaboost.press