

Product 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

[Company] launches [product name], [one concrete claim about what it does] for [audience]

[Subheadline: one sentence that adds your strongest supporting fact, such as the problem the product removes or the number behind the launch]

[CITY IN CAPITALS], [State or country], [Month] [Day], [Year] -- [First sentence: which company announces which product, what it does and for whom, and when and where it is available, in 35 to 45 words]

[Problem and solution: two sentences on the pain your users face today and two on how the product removes it, with a number behind every claim]

[Capabilities: up to three named features, each paired with the concrete outcome a user gets from it]

[Availability and pricing: launch date, price or plans, any launch offer, and the one URL where readers can buy or sign up]

[Proof, only if real: beta user numbers, named early customers, integrations, or a third-party statistic with its source spelled out]

"[Why this matters, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About the company: what it does, who it serves, the founding year, and one or two verifiable facts such as user counts or languages supported, in 60 to 100 words]

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@.

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Reference copy for reading. Fill in the Word version: mediabookpress.com/press-release-templates/product-launch

Filled example: Product launch

A template-form rewrite of Smodin's release, published May 5, 2026, with every name, number and date as published. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Smodin launches unified AI writing platform, combining five tools into one for students

One workspace combining drafting, rewriting, plagiarism checking, AI detection and citations, answering students' use of many disconnected tools.

DOVER, Delaware, May 5, 2026 -- Smodin today launched a unified AI academic writing platform, a single workspace where students, educators and researchers draft, rewrite, generate citations, check plagiarism and review AI content without switching tools.

Students in higher education juggle separate tools for drafting, paraphrasing, citation formatting, plagiarism screening and AI content detection. Smodin brings those tasks into one environment, so users draft, revise and run integrity checks without moving text between products.

The platform combines an AI Writer, a Rewriter, an AI Humanizer, a Plagiarism Checker, an AI Content Detector, and a Citation Generator covering APA, MLA, Chicago and Harvard formats, plus grammar and research tools. It is available now at smodin.io.

The Higher Education Policy Institute's 2025 survey found 92% of full-time undergraduates use AI tools for academic work, up from 66% a year earlier. Smodin, founded in 2017, serves more than 1 million users in over 100 languages.

"Students didn't choose to build a five-tool workflow; they were forced into it because no single tool understood how writing actually works. We built Smodin so research, drafting and integrity checks happen in the same place, because that is where they belong," said Shawn Sheikh, Co-Founder at Smodin.

Smodin is an AI-powered writing platform for students, educators and researchers. Founded in 2017, it serves more than 1 million users in over 100 languages, with tools spanning AI writing, plagiarism and AI content detection, citation generation, rewriting and grammar support. Learn more at <https://smodin.io>.

Media contact

Name: Shawn Sheikh

Title: Co-Founder, Smodin

Web: <https://smodin.io/>

The published release routes press contact through a Send Email form; your release should list a direct email and a phone number that gets answered.

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Extras for product launch releases

Top mistakes that get releases ignored

- Listing features with no user outcome, so the reader never learns what changes for them.
- Making revolutionary claims without numbers to back them up.
- Offering no screenshots or press kit, which forces editors to chase assets before they can publish.
- Sending on launch day instead of pre-briefing journalists under embargo.

Variant: mobile app launch

[App name] launches on [iOS and Android] to help [audience] [outcome]

Add the store availability to the lead: available today on the App Store and Google Play, free to download with [pricing model].

Variant: website launch

[Company] launches [site name], a [category] site for [audience]

Name what visitors can do on day one and keep the URL in the lead paragraph.

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