ANALYSIS:

Why Private Companies and Private Capital Markets Participants Should Consider KoreWire Over Their Current Legacy Newswire

A more relevant approach to distribution, verification, AI discoverability and predictable communications spending.

EXECUTIVE PERSPECTIVE

Traditional newswires have long delivered broad distribution, but private companies and private capital markets participants have different communications priorities from public issuers. KoreWire combines extensive news distribution with a dedicated private-markets focus, verification-oriented infrastructure and a subscription model that encourages consistent communication.

The decision is not simply where to send a release. It is how to make company news relevant, credible and discoverable to the audiences that matter.

01 | Built for the private capital markets

KoreWire is purpose-built for privately held companies and the broader ecosystem of venture capital, private equity, family offices, capital formation, financial intermediaries and alternative investments. Whether announcing a financing, partnership, acquisition, product launch or expansion, the objective is to reach audiences with a direct interest in private-company growth.

02 | Broad reach plus specialized relevance

KoreWire pairs mainstream news and financial distribution with a dedicated focus on private capital markets publications and platforms. Broad reach supports general visibility; specialized distribution helps place announcements in the context of capital formation, investment and private-market activity.

Illustrative mainstream news and financial distribution landscape



Illustrative private capital markets media landscape



Media logos are provided as examples of the broader distribution and industry media landscape; they do not imply guaranteed editorial coverage, endorsement or publication of every release.

03 | AI discoverability: visibility beyond the newswire

Investors, journalists, customers and partners increasingly use AI-assisted search and research tools to learn about private companies. Publicly accessible, well-structured announcements can create additional opportunities for those systems to find and reference accurate company information.

Digital presence. Distribution creates more opportunities for announcements to become discoverable across news and financial websites.

Clear, attributable facts. Company names, transaction details, executives, sectors and dates presented consistently help people and automated systems interpret the news.

A sustained information record. Unlimited publishing encourages a regular cadence of meaningful updates rather than isolated announcements.

Relevant market context. Coverage of financing, private equity, venture capital and alternative assets aligns company news with the topics prospective investors research.

Example: A prospective investor asking an AI assistant about recent private fintech funding rounds may encounter company announcements among the sources available to the system.

Important qualification: Search indexing, AI retrieval, citations and rankings are controlled by third-party platforms. KoreWire cannot guarantee AI pickup, mentions or prominence.

04 | Verification supports confidence

KoreWire draws on the KoreInside ecosystem and KoreID identity capabilities to support verified, attributable communications. For private issuers, where reliable information can be harder to locate than for public companies, a verification-oriented approach can help establish confidence in the origin of an announcement.

05 | More predictable economics

Traditional newswire pricing often varies by release length, multimedia and selected distribution options. KoreWire uses a subscription model with unlimited releases and no word-count or multimedia surcharges, helping private companies budget for sustained communications instead of evaluating each announcement as a separate expense.

06 | Experienced leadership, modern approach

KoreWire leadership brings decades of newswire industry experience, including senior leadership at a major legacy newswire and the founding of a technology-driven newswire. That perspective informs a service designed to retain the advantages of broad distribution while adapting to private-market needs and the evolving discovery environment.

THE KOREWIRE ADVANTAGE

- Broad mainstream and financial news distribution
- Specialized focus on private companies and capital markets participants
- Verification-oriented, attributable communications
- Stronger foundations for AI-era discoverability
- Unlimited releases with predictable subscription pricing
- Leadership with deep traditional and next-generation newswire experience

Built for Private Companies. Verified for Trust. Designed for Discoverability.

KoreWire offers a compelling alternative for private companies and private capital markets participants that want broad distribution without losing sight of audience relevance, credibility and long-term digital visibility.

NEWSWIRE INDUSTRY EXPERTISE

Experienced leadership behind a new approach to private-market news.



Gregg Castano

President, KoreWire

Gregg Castano brings more than four decades of experience in press release distribution, newswire leadership and communications technology to KoreWire.

Business Wire leadership. Castano spent more than 32 years at Business Wire, including eight years as president, developing deep expertise in global news distribution, media relationships and the needs of corporate communicators.

Entrepreneurial innovation. He subsequently founded and led News Direct, a technology-driven newswire that introduced a modern, self-service approach to press release distribution and performance measurement.

Private-market focus. As president of KoreWire, Castano applies his experience with both established and next-generation newswires to a platform designed specifically for private companies and private capital markets participants.

WHY THIS EXPERIENCE MATTERS

KoreWire combines a seasoned understanding of legacy newswire distribution with the agility, technology and market specialization private companies increasingly require.