

LOS ANGELES, CA, [RELEASE DATE] - At Meet Taipei Startup Festival, SparkAmplify, an AI-powered PR platform, unveiled its AI Press Release Assistant, the world's first press release end to end solution for startup companies. The AI Press Release Assistant leverages AI and PR industry domain expertise to assist PR beginners to craft media eye-catching press releases. SparkAmplify offers a smarter alternative to startups with minimal budget but need to maximize results. SparkAmplify will be exhibiting at Meet Taipei Startup Festival between Nov 14 - Nov 16. (booth #7232)

According to recent statistics, nearly 2,000 press releases are sent out daily through major press release distribution services around the world. And with press release writing cost ranging from \$200 - \$1,200, a majority of the startups are not fully utilizing brand storytelling through press releases to strengthen its brand visibility.

"With 10+ years of corporate experience, I have witnessed much inefficiency in the traditional business functional process. SparkAmplify is a startup that I founded in 2016, looking to address the public relations industry business model and utilizing artificial intelligence to facilitate its fundamental process flow," said Chien Lee, CEO and Chief Scientist of SparkAmplify.

To help startup companies overcome language barriers as well as barriers to PR know-how, the AI Press Release Assistant has set new standards across the board in presenting the first press release end to end solution, with three main features:

- Generate - create a media worthy press release
- Analyze - optimize release content for language and engagement
- Distribute - maximize results with targeted distribution and customized story pitching

SparkAmplify's new solution is intuitively designed so that users only need to spend a fraction of the traditional time to answer guided question sets and templates to create their draft press release. The Press Release Assistant recommends specific keywords and phrases based on analyzing over 5000+ past press releases. Once the draft is confirmed, the press release can directly be submitted for analysis to further optimize for readability, grammar and spelling. Users are also encouraged to utilize SparkAmplify's AI-powered targeted distribution and customized story pitching to maximize brand's media coverage potential.

About SparkAmplify

SparkAmplify is an AI-powered PR platform. Founded in 2016, our mission is to put the right media influencers in front of the brands and let them do what they do best which is to tell their story. With over 1,200 brand users and 80K+ media influencers profiled, SparkAmplify is revolutionizing the way new stories are sourced and created. SparkAmplify delivers a platform to maximize brands' press coverage potential and start building their brand social proof.

For more information, please visit:

<https://www.sparkamplify.com/ai-powered-press-release-assistant>

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Media contact: Illena Yu

Email: success@sparkamplify.com