

NOT FOR IMMEDIATE RELEASE – DRAFT

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**<COMPANY NAME> LAUNCHES UPDATER TO HELP
<CITY/STATE> AREA RESIDENTS MOVE
<SUB-TITLE IF APPLICABLE>**

City, State – Month, XX, YEAR – <COMPANY NAME> has partnered with Updater, an automated and guided web application that eases the moving process, to provide their customers with a seamless moving experience.

<QUOTE: “Insert quote from leadership re: why you’re excited to offer Updater to your customers.”>

There’s a saying in the office that the real heavy lifting starts before the movers arrive. From forwarding your mail to finding home service providers in your area, there are countless tasks you have to complete in preparation for making your new house (or apartment!) a home.

To save you pre-moving stress and headaches, we are pleased to offer [Updater](#) to our customers! If you haven’t heard of it, Updater is a web app that simplifies the moving process. Whether it’s quickly finding utilities providers in your area or updating your magazine subscriptions with the click of a button, Updater will save you hours during your move.

UPDATER HELPS CUSTOMERS SAVE HOURS OF TIME WITH THE FOLLOWING FEATURES:

- **Update Accounts:** Users can automatically update account records for up to 15,000 business, including magazines, newspapers, alumni associations, charities, retailer loyalty and frequent flier accounts.
- **Connect Home Services & Utilities:** Updater helps customers transfer utilities, set up digital services and schedule in-home installations.
- **Forward Mail:** Updater files each customer’s official U.S. Postal Service mail-forwarding form; customers never have to set foot in a post office.
- **Send Digital Moving Announcements:** Customers can notify friends and family that they are moving with a custom digital e-card to post on social media or send via email.
- **Claim Move-in Offers:** Updater provides special offers and exclusive deals on moving services and expenses, such as discounts on professional cleaning, moving companies, cardboard boxes, recycling bins, and more.

<QUOTE: “Insert quote from an Updater representative (email marketing@updater.com for a quote)”>

<COMPANY NAME>

<Insert boilerplate here.>

ABOUT UPDATER:

Updater makes moving easier for the 17 million households that relocate every year in the US. With Updater, users seamlessly transfer utilities, update accounts and records, forward mail, and much more. Hundreds of the most prominent real estate companies in the US (from real estate brokerages to multifamily and relocation companies) rely on Updater’s real estate products to save clients hours with a branded and personalized Updater moving experience.

Headquartered in New York City, Updater has raised over \$50 million from leading investors, including SoftBank Capital, IA Ventures, Commerce Ventures, Second Century Ventures (the strategic investment arm of the National Association of Realtors®), and more. For more information, please visit www.updater.com.