

NOT FOR IMMEDIATE RELEASE – DRAFT

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**<COMPANY NAME> LAUNCHES UPDATER TO HELP
<CITY/STATE> AREA CUSTOMERS 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 residents with a seamless moving experience.

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

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

- **Purchase Renters Insurance:** Updater users can purchase renters insurance directly through their Updater account.
- **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 residents transfer utilities, set up digital services and schedule in-home installations.
- **Forward Mail:** Updater files each resident’s official U.S. Postal Service mail-forwarding form; residents never have to set foot in a post office.
- **Find and Book a Reputable Moving Company:** Updater helps residents schedule up to three in-home estimates with reliable, Updater-approved moving companies.
- **Send Digital Moving Announcements:** Residents 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.