

Example: Funding Announcement Press Release

FOR IMMEDIATE RELEASE

AIWir Raises \$5 Million Seed Round to Revolutionize Press Release Distribution for the AI Era

Marketing Markets secures funding to expand its AI-powered PR platform and scale global distribution

New York, NY – April 30, 2025 — *Marketing Markets*, the creator of **AIWire™**, today announced it has raised **\$5 million in seed funding** led by **Signal Ventures**, with participation from **Launchpad Capital** and several strategic angel investors. The investment will accelerate platform development, expand AI indexing capabilities, and grow its footprint in North America and Europe.

AIWire is an AI-optimized press release distribution platform that helps brands not only get media coverage — but also get discovered by large language models like ChatGPT and Perplexity. The platform bridges the gap between traditional PR and next-generation search behavior.

“This funding is a major milestone in our mission to make PR accessible, measurable, and future-ready,” said **Ross Soodoosingh**, Founder and CEO of Marketing Markets. “We’re building tools that help companies tell their story not just to journalists, but to the algorithms that shape search and visibility in 2025 and beyond.”

“AIWire is pioneering a new category in public relations,” said **Claire Patel**, General Partner at Signal Ventures. “We’re proud to back a team that understands both the importance of distribution and the future of AI-powered discovery.”

The funding will be used to:

- Expand AI model partnerships and structured data integrations
- Scale the editorial team and in-house analytics capabilities
- Launch the AIWire™ API for enterprise and agency use

About Marketing Markets

Marketing Markets is redefining press release distribution through AI visibility, guaranteed placements, and search-integrated content delivery. Its flagship platform, AIWire, is used by startups, scaleups, and PR firms across multiple industries. Learn more at <https://marketingmarkets.com>.

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