

Example: Partnership Announcement Press Release

FOR IMMEDIATE RELEASE

Marketing Markets and Perplexity Partner to Advance AI Visibility in Press Release Distribution

Collaboration enables smarter indexing of PR content in AI-powered search results

New York, NY – April 30, 2025 — *Marketing Markets*, the AI-driven press release distribution platform, today announced a strategic partnership with *Perplexity*, one of the fastest-growing AI-powered search engines. This collaboration will help ensure that professionally distributed press releases published through Marketing Markets are structured and indexed for maximum visibility within Perplexity’s AI ecosystem.

Through the partnership, Marketing Markets will integrate Perplexity-friendly metadata and content formatting directly into its **AIWire** distribution pipeline — giving brands an edge in long-term discoverability and semantic search optimization.

“We’re not just helping companies get media coverage — we’re helping them become part of the new knowledge layer powering the next generation of search,” said **Ross Soodoosingh**, CEO of Marketing Markets. “Perplexity has been a leader in AI-first browsing, and we’re excited to partner with them to raise the standard for modern PR.”

“This collaboration allows Perplexity to deliver more structured and timely public content from reputable sources,” said **Dana Ruiz**, Head of Partnerships at Perplexity. “We’re thrilled to work with Marketing Markets to ensure high-quality press releases surface at the right time for the right users.”

Partnership Goals:

- Expand AI-aware content formatting for PR
- Improve AI search recall and attribution for releases
- Enable real-time indexing of verified company announcements

This partnership is part of Marketing Markets’ broader mission to **future-proof public relations** and help brands not just publish — but be permanently discoverable in AI-driven environments.

About Marketing Markets

Marketing Markets is a next-gen PR distribution agency based in New York, NY. Its platform, AIWire, helps businesses get guaranteed media placement and long-term visibility in both traditional search and AI models. Learn more at <https://marketingmarkets.com>.

About Perplexity

Perplexity is an AI-native search engine that delivers real-time answers and citations from

trusted sources. It's redefining how people interact with information on the web. Visit <https://www.perplexity.ai> for more.

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