

TCE Launches Russian Press-Release Distribution Service

A Russian translation and localization services provider is launching a new service - press-release distribution to Russian-speaking press and online mass-media that write about computers, software, IT and e-commerce.

Krasnoyarsk, Russian Federation ([PRWEB](#)) April 9, 2009 -- Technical Communication Europa (TCE), a Russian localization and translation services provider, is launching a Russian press-release distribution service. TCE will translate a press-release into Russian and distribute it to technology-focused journalists in Russia, Ukraine, Belarus, Kazakhstan and other CIS countries, where Russian is spoken or understood.

"Whether developers need to get coverage in Russian-speaking press or looking for better SEO ranking in Russian search engines, like Yandex or Rambler, TCE's new press-release distribution service makes it a snap for them to achieve these goals - without the hassle of searching for a professional Russian translator who is experienced in high tech and then a PR agency for press-release distribution," says Anna Pavlova, PR manager, TCE. "New Russian press-release distribution service is an important advancement in our goal to provide software developers with all the tools they need to bring their digital products and services to a big, promising market of Russia and the CIS."

TCE has a growing database of carefully selected media contacts in computer magazines, computer newspapers, computer TV programs, e-commerce editions, IT news portals and news agencies. The target countries include Russia, Ukraine, Belarus, Kazakhstan and other countries where Russian is spoken or understood. Press-releases are also posted to free press-release directories and business news portals, where they get published, emailed to subscribers, and indexed by major Russian search engines. So, even if none of the tech journalists responds to the press-release, the SEO benefits will always justify the press-release distribution cost.

The company is looking for partners who will help to bring the Russian translation and press-release distribution services to software developers in USA, European Union and China.

TCE currently offers Russian press-release distribution service for \$80 per release. Under the partnership, Avangate clients get a 20% discount on the press-release distribution price. For more information, visit <http://www.tceuropa.com>.

About TCE:

Based in Russia, TCE was launched in early March '08 as a localization and copywriting services provider for shareware companies in Russia and the CIS. Today TCE remains focused on its linguistic specialization while introducing new promotion-oriented services. One of them is Russian press-release distribution. TCE is a member of the Association of Shareware Professionals, Organization of Independent Software Vendors, and Shareware Russia (SWRUS). For more information, visit www.tceuropa.com or call +1 (323) 319-6763.

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