***All press releases, blog posts, social media copy and other written materials must be approved by the LogMeIn PR team prior to distribution.***

*Please note these press release templates are for use when a partner wishes to issue a press release naming LogMeIn. If you’d like to issue an announcement mentioning your work with LogMeIn, please reach out to the LogMeIn PR team in advance at* *externalcommunications@logmein.com* *for consideration and approval. We ask for an approval time of 10 working days ahead of your intended issue date.*

**A) Partner Press Template for Channel Partners**

**Header: [Name of Partner] Partners with LogMeIn to [insert what the partnership will achieve]**

**Sub-header: Partnership with LogMeIn Supports [who, what]**

LOCATION, Date– [Insert name of channel partner] today announced that it has partnered with LogMeIn to [insert what the partnership will create or achieve].

[Insert how the partner will assist LogMeIn, what experience they have in the market, geographies they operate in or knowledge that would be of benefit to LogMeIn].

“[Insert why the partner benefits from working with LogMeIn],” said [Insert name and job title for Partner]. “With LogMeIn’s leadership in the [insert the technical or product area], we will now be able to deliver [insert the solution] to a wider audience.”

[Insert details about the relevant technology that LogMeIn has and what its product(s) do].

 “As a leader in [insert a description], [insert name of partner] brings significant expertise to our vision of creating [insert description of the assets they bring to LogMeIn],” said [Insert name of Executive/General Manager at LogMeIn]. “Through our collaboration with [insert name of partner], we aim to achieve [insert description of the objective of the partnership] and we look forward to delivering this to the market this year.”

To learn more about [insert product], visit: [insert URL]

To learn more about LogMeIn’s full [insert BU] portfolio, visit: [insert URL]

**Boilerplates:**

**About [Your company]**

**About [BU portfolio boilerplate]**

**About LogMeIn, Inc.**
LogMeIn, Inc. (NASDAQ: LOGM) simplifies how people connect with each other and the world around them to drive meaningful interactions, deepen relationships, and create better outcomes for individuals and businesses. One of the world’s top 10 public SaaS companies, and a market leader in unified communications and collaboration, identity and access management, and customer engagement and support solutions, LogMeIn has millions of customers spanning virtually every country across the globe. LogMeIn is headquartered in Boston, Massachusetts with additional locations in North America, South America, Europe, Asia and Australia.

**[Your PR Contact Information]**

**B) Partner Press Template for Technology Partners and Systems Integrators**

**Header: [Insert name of technology partner] partners with LogMeIn to [Insert what the technology or systems integration partnership would achieve]**

**Sub-header: [Insert name of technology partner] collaborates with LogMeIn to [Insert what the partnership’s objective is]**

LOCATION, Date -- [Insert name of technology partner]today announced that it has partnered with LogMeIn to [Insert details about what the partnership will achieve]. The partnership will combine [Insert details on the partner’s asset(s)] with [Insert details on LogMeIn’s product or technology expertise].

[Insert here how the partner will assist LogMeIn, what experience they have in the market, geographies they operate in or knowledge that would be of benefit to LogMeIn].

“[Insert why the partner will benefit from working with LogMeIn],” said [Insert name and job title for Partner]. “With LogMeIn’s leadership in the [Insert the technical or product area], we will now be able to deliver [Insert the solution] to a wider audience.”

[Insert here details about the relevant technology that LogMeIn has and what its product(s) do].

“As a leader in [Insert a description], [Insert name of technology partner] brings significant expertise to our vision of creating [Insert description of the assets they bring to LogMeIn],” said [Insert name of Executive/General Manager at LogMeIn]. “Through our collaboration with [Insert name of partner], we look to working together on [Insert description] this year.”

To learn more about [Insert product], visit: [Insert URL]

To learn more about LogMeIn’s full [Insert BU] portfolio, visit: [Insert URL]

[Insert BU portfolio boiler plate description]

**Boilerplates:**

**About [Your Company]**

**About LogMeIn, Inc.**
LogMeIn, Inc. (NASDAQ: LOGM) simplifies how people connect with each other and the world around them to drive meaningful interactions, deepen relationships, and create better outcomes for individuals and businesses. One of the world’s top 10 public SaaS companies, and a market leader in unified communications and collaboration, identity and access management, and customer engagement and support solutions, LogMeIn has millions of customers spanning virtually every country across the globe. LogMeIn is headquartered in Boston, Massachusetts with additional locations in North America, South America, Europe, Asia and Australia.

**[Your PR Contact Information]**

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**Using the LogMeIn Name**

It is important to note that within any content created by the partner, customers should clearly understand the partnership relationship and the source of the content. In order to avoid confusion, please follow these guidelines when mentioning LogMeIn and our products:

* Don’t lead with LogMeIn or our products in the title.
* Do not use the LogMeIn name or the name of our products in any part of your company’s name or your product/service names.
* Don’t quote us (without permission).
* Don’t issue anything to the media until you’ve received written approval.

**Process**

Before creating a press release, blog, social post or upcoming announcement that could potentially warrant press outreach:

1. Reach out to the LogMeIn PR team to provide a brief summary of the content being created, your target publication date, and goals around the announcement.
	1. Email press@logmein.com.
2. After discussing with the PR team and creating a draft, please send the content for review and approval. Nothing should be distributed without LogMeIn’s written approval.

**Timeline**

Plan to send a final draft of your blog, social post, case study, or other announcement to the LogMeIn PR team as early as possible, and at least ten working days prior to your publish date so they have ample time to review. ***Nothing should be published without approval from the LogMeIn PR team.***

**FAQs**

**Q: How should we refer to LogMeIn and its products within any given content created?**

A: LogMeIn products such as GoToMeeting, LastPass, Bold360, etc. are not companies, but products of LogMeIn’s, and should be referred to as such. The first mention of a product should be written as "’Product’ by LogMeIn". All recurring references may be simplified to the product’s standalone name.

**Q. Do I need to reach out to the LogMeIn PR team for any LogMeIn related content we create?**

A: Yes. The LogMeIn PR team needs to approve any written materials such as blogs, eBooks, case studies, social posts, press releases and more.