

## APO launches press clipping service targeting African media

APO, the African Press Organization, has announced that it will offer a press clippings service for 300 influential Africa newspapers, magazines and trade publications, from March 2017.



Nicolas Pompigne-Mognard

Making the announcement to partners, APO founder and CEO, Nicolas Pompigne-Mognard, said he had also negotiated new content distribution partnerships for 2017 in line with his commitment to constantly increase the reach of press releases.

“Fifty additional websites will now republish all your press releases, including top-tier pan-African, French/English media outlets such as [New African Magazine](#) and [African Business Magazine](#).

“Our global reputation has led APO to seal a partnership with [EIN news](#) to redistribute all your press releases via EIN Presswire, a press release distribution service that reaches more than 12 million business people each year in North America.”

Pompigne-Mognard said since the successful launch of MENA Wire<sup>®</sup>, increasing APO's coverage to 67 markets - all 54 countries in Africa and 13 more in the Middle East - APO has expanded its mobile reach with APO content already available on the MTN mobile network in Afghanistan.

"We will add many more operators and countries by June 2017," he added.

Pompigne-Mognard also welcomed new clients to the core press release service: Uber, Hilton, Starwood (Now Marriott Group), WorldRemit, International Road Union, Mozilla Firefox, Greenpeace, Kaspersky, SITA and the Ministry of Trade Industry & Investment of Nigeria.

In addition, starting in January 2017, APO will move its headquarters to Lausanne, Switzerland to ensure more operational efficiency.

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