

MySQL Connect Sponsor and Exhibitor Press Releases

MySQL Connect 2012 Exhibitors:

Thank you for your continuous participation as an Oracle Partner!

As an Oracle Partner, we would like to extend to you an opportunity to generate a press release for MySQL Connect 2012 San Francisco highlighting our relationship, details about your exhibitor booth, and how your company has adopted Oracle applications and technology to provide unique business solutions to customers. If you are interested in generating a release, please read and follow the instructions below.

Releases for MySQL Connect are due by: **Monday, August 20, 2012.**

For more information on MySQL Connect, please visit: <http://www.oracle.com/mysqlconnect/index.html>

Partners' press releases for MySQL Connect must meet the following mandatory guidelines:

1. Must be an Oracle PartnerNetwork member.
2. Must directly involve Oracle or Oracle products.
3. Must be timely and newsworthy.
4. Address how your implementation services and expertise help enable customers to be successful with Oracle technology. Address the value proposition of why this is important to customers.
5. For OPN Gold and Platinum partners with Specializations only: provide a quote to be attributed by an Oracle Executive.

Make sure you have included within your press release:

- Your company's PR contact information (name, phone and email)

Please share your Oracle Alliance Representative's contact information if applicable (name, phone and email) and submit your release. Allow 10-15 business days for approval processing, after you have emailed your release to Oracle to partnerpr_us@oracle.com.

Quotes and Boilerplates to use:

- **Oracle Quote: (For OPN Gold and Platinum partners with Specializations only)**
Please suggest a version of the quote in the press release.

Oracle PartnerNetwork Boilerplate:

About the Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) Specialized is the latest version of Oracle's partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialized offers resources to train and support specialized knowledge of Oracle products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specializations. Specializations are achieved through competency development, business results, expertise and proven success. To find out more visit: <http://www.oracle.com/partners>.

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