

Sports

A New England manufacturer laments over the World Cup with his distributor in Spain. An association president puts an intern at ease as they share their mutual love of golf. A product manager can participate in a discussion with the CTO over last night's baseball scores. A state senator throws a crab feast as his university heads into the Final Four. In politics, academia and business, sports has become the universal language. Can your clients speak the lingo?

With the **Sports CustomWire**, the latest sports news can translate into new opportunities to score points with your clients. Comtex's **Sports CustomWire** delivers breaking news and real-time reports from around the globe on every facet of the sports world. Designed to keep sports enthusiasts aware of developments, the product offers a complete range of coverage of men and women's sports from both the amateur and professional circuits.

With a broad collection of reputable publishers such as **The Sports Network**, **UPI Sports** and **Xinhua News Agency**, the **Sports CustomWire** will feed your clients the latest reports on game results, injuries, trades, awards, and other sports-related occurrences. In-depth coverage of special seasonal events, such as the Olympics and Tour de France are also featured.



Your clients don't have to wait until the evening news, randomly search websites or stay glued to the sports channel to find out the day's sports news. Football, track and field, auto racing--regardless of the sport--your clients can speak the language. Team up with Comtex's **Sports CustomWire** and score.

Statistics

Daily Story Average:

- 2000-2200 stories per day, Monday-Friday
- 1800-2600 articles, Saturday and Sunday

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Sports

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