

## **Vitis PR achieves national exposure for WhiteSmoke**

9 April, Solihull. Midlands based technology PR agency Vitis PR has delivered national coverage for WhiteSmoke, the English language grammar and writing software firm whose product enhances writing by providing context based grammar and spelling corrections and suggesting synonyms, adjectives and adverbs.

Following a recent survey which quizzed 2,500 18 – 65 year olds on their spelling and also tested them on 20 common words, Vitis PR created a story that has subsequently featured in national and regional newspapers.

Vitis PR's proactive initiative has meant that the press release has to date featured in The Daily Mail, The Daily Express, The Metro and The Daily Record.

The campaign was also repeated successfully in the US through Vitis PR's partner agency and has achieved excellent broadcast coverage.

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**For more media information or images, please contact:**

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