

## TWEET

Say hello to \$item! \$company is proud to announce @newcompany has now joined the @oldcompany family. More deets [OR DETAILS] at \$URL

## BLOG

\$TITLE

\$oldcompany is pleased to announce the arrival of our first \$product. With a huge developer and support community, reputation for stability and performance, powerful package management system, and ease of use, \$product was the natural choice for our next \$thing.

But we were not swayed by the \$product community or support alone! There were other factors such as the \$product handbook, a part of the concise and robust documentation provided with the \$product. \$oldcompany, where we also love well thought out and concise technical writing, have added our own \$product and *Getting Started with \$product* tutorials. The *Getting Started* series of tutorials cover the basics of \$product security, maintenance, and software installation while the \$product tutorials cover more in-depth topics with help from the \$newcompany community.

Another deciding factor was \$product's lineage, a nod to Unix, which is different from its Unix-like brethren, Linux. For example, Linux was built from scratch as an Unix alternative where as \$product has its beginnings directly from Unix. Despite their origins, there are similarities between the two OSes include POSIX compliancy and standardization of design. Additionally, the file system hierarchy are similarly divided, shell environments are the primary method of interaction for both systems, and the programming APIs share similar features.

The biggest difference between the two other than their start? Licensing. Linux is GNU based, with some software falling under the GNU General Public Licensing. \$product on the other hand retain its BSD licensing. This means that in Linux, any changes of the code need to be pushed back to the source while FreeBSD modification contributions only need to include the copyright and a copy of the BSD licensing in the modified source code. Depending on their philosophy, the difference in licensing makes these options attractive to users.

Now you may be wondering what took so long to get \$product to our customers? Whereas some OS variations, like \$otherproduct, offer cloud versions of the OS, \$product does not. It is to this end deploying \$product to our users meant we had to, from a publicly available port, install cloud-init which allows \$product to run on OpenStack. Now \$product fans can customize their kernels to their heart's desire.

If you've ever wanted a chance to experiment \$product, and have tutorials at your fingertips while you play, now you can!

Click here to launch a \$product image and go here for our series on the getting started with \$product series, including a primer on the difference between \$product and Linux.

## **PRESS RELEASE**

NEW YORK, – May 16, 2015 – Beginning today, \$oldcompany is now offering \$product, a secure and high performance operating system that is suitable for a variety of server and desktop roles.

The availability of \$product on \$oldcompany allows users and developers to port software across different OSes, have a secure system for personal or web server use, and provides robust advanced networking and performance. It is also ideal as an Internet or Intranet server.  
\$quotefromsomeoneatcompany

Thanks to the stability of the OS and its security, \$product remains a popular choice among users and system administrators. It also has an active community of support and documentation.  
\$quotefromsomeoneatcompany

### **About \$product**

\$product is an operating system focusing on features, speed, and stability. It is derived from BSD, a variation of Unix. \$product is developed and maintained by a large community. Learn more at \$url or follow \$product on twitter @\$product.

### **About \$company**

**\$company**, Inc. (URL / @twitter) is a cloud infrastructure provider focused on simplifying the web for software developers. The company is headquartered in New York City with data centers throughout the world. For more information, please reach out to [press\(at\)company\(dot\)com](mailto:press(at)company(dot)com).