Acquisition announcement press release template

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FILL-IN TEMPLATE

FOR IMMEDIATE RELEASE

[Headline: acquirer name + target name + the strategic capability being added, under 100 characters. Lead with the acquirer, not the target.]

[CITY, Country, Month Day, Year] - [Lead paragraph: acquirer name, target name, when the deal closed or will close, and the strategic reason for the acquisition, in about 60 words. State whether the price is disclosed or not disclosed.]

[Target background paragraph: what the target company does, when it was founded, how many customers and employees it has, and what technology or capability it adds to the acquirer.]

[Integration plan paragraph: what happens to the target's team, product and brand. Say plainly whether the team is joining, whether the product will be integrated, kept separate or phased out.]

"[Quote: 30 to 40 words from the acquirer's CEO on the strategic fit and the market opportunity.]" said [Name, Title, Acquirer].

"[Quote: 30 to 40 words from the target's CEO affirming the deal and the partnership.]" said [Name, Title, Target].

About [Acquirer]

[Boilerplate for the acquirer: what it does, headquarters, founding year, customer and employee counts.]

About [Target]

[Boilerplate for the target: what it does, headquarters, founding year, core technology.]

Media contact (Acquirer)

[Name, Title]
[Acquirer]
[email]
[phone]

Media contact (Target)

[Name, Title]
[Target]
[email]
[phone]

FILLED EXAMPLE

FOR IMMEDIATE RELEASE

Northlane Acquires Ferro Analytics to Add Contract Intelligence to Its Procurement Platform

AUSTIN, United States, March 12, 2026 - Northlane, a procurement management platform used by mid-market finance teams, today announced it has acquired Ferro Analytics, a 14-person contract intelligence company based in Chicago. The acquisition, which closed on March 10, 2026, will bring Ferro's contract review technology into Northlane's procurement suite by the third quarter of 2026. Financial terms were not disclosed.

Ferro Analytics was founded in 2022 and has served 60 customers across the United States and Canada. The company built an AI model that flags risky clauses in vendor contracts in seconds, a capability that complements Northlane's existing approval workflows.

All 14 Ferro Analytics employees will join Northlane. The Ferro product will be folded into Northlane's platform and retired as a standalone tool once the integration is complete, with existing Ferro customers migrated to Northlane accounts at no additional cost.

"Procurement teams are drowning in contract review work, and Ferro's technology is exactly what we needed to fix that," said Diane Okafor, CEO of Northlane. "We are moving fast to bring this to our 900 customers."

"Joining Northlane lets us put our technology in front of far more procurement teams than we could reach on our own," said Marcus Webb, CEO and co-founder of Ferro Analytics. "The mission stays the same, we just get to build it at a larger scale."

About Northlane

Northlane is a procurement management platform headquartered in Austin, United States. Founded in 2019, Northlane serves 900 customers and employs 180 people across North America and Europe.

About Ferro Analytics

Ferro Analytics is a contract intelligence company based in Chicago, United States. The company was founded in 2022 and built an AI model for automated contract review.

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How to use this template

1. Name the strategic reason. "Adding contract intelligence to our procurement workflow" tells a journalist something. "Enhancing our platform" does not.

2. Say what happens to the target team. Silence breeds uncertainty. "All 14 employees will join Northlane" settles the question in one sentence.

3. Say what happens to the target product. Will it be integrated, kept separate, or shut down? Customers need to know.

4. Give each CEO a different voice. The acquirer's CEO talks strategy and market. The target's CEO affirms the deal and the partnership.

5. Keep it to one page. 350 to 400 words, with one media contact per company, since journalists will want to reach both sides.