# Press Advantage Publishes Guidance on How AI Systems Weigh Independent Sources When Evaluating Brand Claims

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Press Advantage, a press release writing and distribution company, has published new guidance examining how some artificial intelligence systems may treat claims that a brand makes about itself. The guidance discusses why a single mention of a business often carries limited weight in certain AI models and why references appearing across multiple independent sources can play a role in how some systems assess information.

The guidance focuses on a distinction the company describes as central to the discussion: the difference between an isolated data point and a broader pattern. According to Press Advantage, several AI systems that draw on retrieval and ranking processes may give more weight to information that appears across sources operating independently of one another. The company notes, however, that these mechanisms vary considerably from one system to another, and that retrieval, ranking, training, and citation methods each function differently. As a result, the guidance frames repetition across independent sources as one factor among several rather than a universal rule.

Press Advantage also draws a distinction between repetition and independent verification, cautioning that the two should not be treated as equivalent. The guidance states that a claim appearing in many places is not the same as a claim that has been independently confirmed, and that the appearance of information across outlets does not, on its own, establish that a claim is true. The company describes this as an area where practitioners should exercise care rather than assume a fixed threshold applies.

"There is a meaningful difference between a claim being repeated and a claim being verified, and it is important not to blur the two," said Jeremy Noetzelman, Chief Executive Officer of Press Advantage. "Different AI systems handle sources in different ways, so no single approach guarantees a particular outcome. The purpose of this guidance is to help brands understand the landscape, not to suggest that visibility alone establishes fact."

The guidance addresses why a brand's own website and owned channels present a specific limitation in this context. Because those sources are not independent of the entity making the claim, the company suggests they may be treated differently than references originating from separate outlets. Press Advantage notes that this observation reflects general principles of source attribution rather than a measured threshold that applies uniformly across systems.

The company connects the discussion to its broader work in press release distribution. The Press Advantage media distribution platform places client stories across a range of news outlets and their affiliates. The company states that while such distribution can increase the number of places a story appears, brands should understand distribution and independent verification as separate matters and should not assume that wider circulation converts a claim into an established fact.

"The takeaway is one of caution as much as opportunity," Noetzelman added. "Wider circulation may increase where a story is seen, but it does not replace the work of substantiating a claim. Brands are better served by accurate, verifiable information than by volume alone."

Additional commentary on the topic is shared through the Press Advantage LinkedIn page, where the company discusses press release strategy, search visibility, and related subjects.

Press Advantage is a press release writing and distribution service operated by Velluto Tech Incubator, founded in Las Vegas, Nevada in 2011. The company employs US-based writing professionals who craft news releases reviewed by editorial staff before distribution to news outlets, and it provides SEO promotion, dynamic reporting, and account support to businesses of all sizes.

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## Press Advantage

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