

**IMN Premieres Pro&Content, an E-Newsletter Providing “Content on Content” For Marketing Executives**

***New Publication Offers Thought Leadership, Research and Expert Interviews on Developing and Using Engaging E-Newsletter Content to Drive Sales***

**Waltham, MA, August 3, 2006**—IMN, a leading e-communications company, has premiered *Pro&Content*, a new e-newsletter for marketing executives. The publication, with an initial circulation of 20,000, delivers “content on the importance of content.” Each issue includes information on how to use compelling e-newsletter content to engage readers, making their messages count, and ultimately drive sales.

“Numerous studies show that readers are moving away from print publications like newspapers and turning to e-newsletters, e-zines and the Internet for essential business and product information. As these decision makers move online, they’re being bombarded with messages from marketers vying for their attention. *Pro&Content* fills a critical business need—addressing the use of timely, relevant and valuable e-newsletter content to cut through the noise, and capture readers’ interest and mindshare,” said Jo Ellen Collins, vice president of marketing for IMN, and *Pro&Content* editor.

*Pro&Content* features interviews with online marketing experts, cutting-edge research findings, thought leadership articles, and wrap-ups of relevant news. Each interactive edition includes a reader survey, with results appearing in a subsequent issue. Many of the expert interviews are available as podcasts in addition to text articles.

The first issue of *Pro&Content* includes a podcast interview with Greg James, senior director of worldwide channel sales at PTC, who discusses how “content drives engagement with the customer, and engagement with the customer drives revenue.” Using IMN’s Total Channel Communications™ service, PTC is making a centralized content library available to its resellers so they can publish their own e-newsletters, and open up a dialogue with customers on a local level.

James notes: “One of our VARs, in particular, regularly publishes their training schedule on their web site. They normally have about 300 folks each quarter signed up for product training; and since promoting the schedule through their e-newsletter, they’ve increased that approximately 50% to 450 training unit equivalents per quarter. The IMN tool serves as a great communications mechanism to engage with customers and prospects, and that translates into revenue for our VARs.”

*Pro&Content*’s premier issue also features extensive research news. Headlines include: “Record Jump in Online Marketing Revenues Globally”; “Mobile Phones Could Soon

Rival the PC as the Dominant Internet Platform”; “Car Buyers Ignore Print Ads, Online Ad Spend Increase”; and “Women Becoming Bigger Internet Geeks than Men”.

*Pro&Content* is a re-launch of IMN's former e-newsletter, *Informed Marketer News*, and is available as a resource to the marketing community. IMN also publishes an e-newsletter called *Bounce!* for current customers. To sign up for either publication, contact IMN at [www.imninc.com](http://www.imninc.com) or 1-866-964-NEWS (6397).

#### **About IMN**

IMN (iMakeNews, Inc.) of Waltham, MA is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-newsletters, e-mail, mini-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. IMN has pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments. Founded in 1999 and funded by Brook Venture Funds, IMN services over 1,700 accounts globally. The company’s approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. IMN is located at 200 Fifth Avenue, Waltham, MA 02451.

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