

Press Release



IMN Appoints David A. Fish as CEO

Marketing and Electronic Publishing Veteran to Accelerate IMN's Growth with Industry Tailored E-Communications Products

Newton, MA, July 26, 2004—IMN (iMakeNews, Inc.), a leading e-communications service provider, announces the appointment of David A. Fish as Chief Executive Officer. Mr. Fish comes to IMN with extensive leadership experience in the electronic publishing, online marketing, and direct/database marketing sectors—where he spearheaded technological innovation and drove rapid corporate growth.

“IMN has built a remarkable business. Now we’re preparing to take it to the next level, industry by industry, with e-communications solutions that support very specific business opportunities. As an e-communications technology leader, IMN is well positioned to address a wide range of market needs. This will drive new business success for the company, and most importantly, for our customers.” said Mr. Fish.

“We are delighted to have engaged David Fish to lead IMN,” said Peter Mesnik, co-founder and CTO of the company. “We’re excited about his new vision for growing our customer base through highly functional e-communications products, including but extending well beyond our e-newsletter offering for marcom applications.”

Introducing New Products

Under Mr. Fish’s direction, IMN will offer a repertoire of highly tailored e-communications products and services. The company is introducing a new content-rich e-communications

product, customized for auto dealerships, enabling them to improve communications with their customers and prospects, and increase traffic to their showrooms. IMN will shortly launch a blog publishing solution for value added resellers (VARs), helping them to strengthen customer relationships through continual project updates.

To enhance the value of its new e-communications products, IMN is also expanding on its current range of media offerings—e-newsletters, e-vites, e-promotions, and blogs—and its existing e-mail and micro-site platforms. Slated for future inclusion are: PDF, Macromedia Flash™, audio, video and RSS capabilities. All of IMN's products will continue to offer detailed and graphical content-based analytics—giving marketers and publishers ongoing insight into audience interests, and enabling them to take meaningful action.

New CEO Builds on Executive Experience

Mr. Fish joins IMN with over 20 years of executive-level experience at companies credited for harnessing the power of the Internet to improve communications:

- Engage, Inc., formerly a CMGI company, specializing in online marketing technology. Mr. Fish held several executive positions with Engage, including Chief Operating Officer and Executive Vice President of Corporate Development.
- Lotus Development Corporation, now part of IBM. Mr. Fish was Engineering Director with the One Source Division, which focuses on business-oriented electronic publishing.
- Epsilon Data Management, Inc., now a Relizon Company, provided database marketing services to the high technology, financial services, pharmaceutical and travel industries. Mr. Fish held a variety of positions including Vice President, Systems.
- Several private ventures: Narrowcast Technologies, a multi-media electronic publishing company; Context Media, a business content search engine firm; and Rocket Science Software, a developer of content classification technology for Lotus (IBM).

Within these organizations, Mr. Fish propelled industry “firsts” and drove the organizations to higher levels of growth. For example, at Lotus, he led the use of Lotus Notes technology as a new platform for business-to-business electronic publishing. When he was Chief Operating Officer at Engage, Mr. Fish was instrumental in managing the company’s revenue growth from zero to over \$200 million in under three years.

About IMN

IMN (iMakeNews, Inc.) is a leading service provider specializing in e-communications. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-mail, e-newsletters, micro-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through a host of 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 programs. Founded in 1999 and funded by Brook Venture Fund, IMN offers its services to more than 1,000 accounts globally. The company’s approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and General Electric. More information can be found at www.imninc.com or by calling 866-964-NEWS.

Journalists who would like to interview new IMN CEO David Fish should contact Dawn Ringel, Warner Communications, at 781-449-8456 or dawn@warnerpr.com.

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