



IMN adds hundreds of customers, launches innovative products, and penetrates new markets

E-communications firm's strategy of introducing industry-specific services fuels momentum

Waltham MA, September 22, 2005—In the past year, IMN has launched several unique new products, and has continued its double-digit growth to a current base of over 1,300 global accounts.

“IMN’s strategy of introducing highly innovative e-communications services is fueling our momentum in this record-breaking year,” said CEO David A. Fish. “Our focus on key vertical markets such as automotive dealers and channel marketers has enabled us to rise above the noise in our category, and provide e-communications solutions that drive dramatic results for our customers.”

Among major IMN milestones during the past 12 months are:

- Double-digit growth in customer accounts, revenue, and profit. Growth has come from the addition of almost 300 new customer accounts, including the Academy Of Television Arts And Sciences, Acton Toyota, Avnet, Cisco, and SportsDirect, and from the expansion of existing customers such as CitiStreet, Fujitsu, Shell Oil, and Symmetricom. IMN also has moved into larger headquarters in Waltham, MA to accommodate an expanding staff, particularly in sales and services.
- Continued innovation, most notably of its multi-tier e-communications platform. This platform is unique among email service providers and applies broadly to B2B and B2C markets, from technology vendors to automotive dealers. The platform combines a third-generation email service, content management and workflow capabilities, and IMN’s market-leading analytics for readership tracking and identification of new sales leads.
- Delivery of Loyalty Driver™, a B2C e-communications application based on the multi-tier platform. Loyalty Driver is a fully-managed e-newsletter service that enables auto dealerships to keep their customers and prospects engaged and to detect buying intent. Loyalty Driver already has been adopted by over 70 of the nation’s leading auto dealerships.
- Delivery of its first B2B multi-tier application, IMN's Total Channel Communications™, that enables major technology vendors to support their reseller partners with lead generation e-newsletter campaigns. Technology vendors author the articles and offers for the e-newsletters; but resellers can add their own content, and then distribute the e-newsletters under their own masthead to their own customer list and receive any sales leads. Vendors receive aggregate market intelligence about the content that is most popular with readers. Several industry-leading technology vendors and 65 of their Value Added Resellers are currently using the program.

- Launch of Alumni Connect™, an e-communications service for college and university alumni offices. Alumni Connect was launched based on initial success with the Penn State Alumni Association, the nation's largest association of dues-paying alumni.

"In the next year, we will continue to focus on advanced, multi-tier e-communications programs, and will explore new ways to use technologies like near-DVD quality video to increase the impact of these e-communications," added Mr. Fish.

Mr. Fish joined IMN in July 2004. He held previous positions with Engage, Inc. (a subsidiary of CMGI), the One Source division of Lotus Development Corporation (now part of IBM), and Epsilon Data Management, Inc.

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, email, 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 1,300 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, and its phone number is 1-866-964-NEWS.

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