

Press Release



IMN “SUMMER PROMOTION” E-MAIL CAMPAIGN FOR BJ’S SELECTED AS A 2003 MIMC AWARDS FINALIST

*Company’s E-mail Marketing Program to Increase BJ’s Memberships Recognized as
One of New England’s Best*

NEWTON, MA (September 30, 2003) – IMN today announced its BJ’s Summer Promotion has been selected as a finalist in the E-mail Marketing category for the 8th Annual MIMC Awards. Held annually by the Massachusetts Interactive Media Council, the MIMC Awards recognize excellence in the creation of interactive technologies designed, produced or developed in New England. The MIMC Awards has been cited as one of the most prestigious awards competitions for New England’s interactive industry and the largest technology awards showcase in the country.

“This year’s MIMC Award submissions attracted some of the most impressive interactive projects and technology applications in the industry today,” said Leslie Cushing, Executive Director of MIMC. “We are delighted to showcase the innovative work that is being produced in the region.”

IMN in partnership with Texterity developed a campaign to convert individuals with a one-day shopping pass from the BJ’s Wholesale Club Web site, bjs.com, into BJ’s members.

The strategy of the effort was to leverage BJ's existing print creative, the "Summer Catalog", for electronic delivery using IMN's Web-based e-marketing templates. The print creative was converted using Texterity's Portable Web Format™ technology. This allowed users to view, search, and click "sign up" links from any Web browser without the need for a plug-in or application. IMN's Web-based e-marketing services were used to deliver a custom (HTML or text) e-mail message, provide individual user-level tracking, and manage bounce-backs and list removals. Based on membership signups, the IMN campaign for BJ's delivered an initial one-year return on investment (ROI) of 93 percent.

"IMN's results for BJ's demonstrated the power of e-marketing to engage new customers and strengthen their loyalty," said IMN CEO Kathleen Goodwin. "We are pleased and honored to be recognized by MIMC for delivering genuine business value to BJ's through this important medium."

IMN will be recognized with the other finalists in the category of E-mail Marketing at a gala awards ceremony attended by 1,000 of the region's top technology and business professionals. Winners will be announced at the ceremony in the Boston Copley Place Marriott on Tuesday, October 21, 2003

The 2003 MIMC Awards is sponsored by Goodwin Procter, Hunt & Gather, IBM, Lycos, Nixon Peabody LLP, and PricewaterhouseCoopers LLC. Media partners include boston.com, Mass High Tech and Technology Review.

About IMN

IMN, Inc. empowers organizations to develop and maintain profitable relationships with their customers and stakeholders through e-marketing programs. IMN has pioneered Informative Marketing, an approach that is based on the continuous measurement of responses to content and offers for an improved return on investment (ROI). The company's e-marketing services include e-newsletters, e-marketing campaigns and e-mailed blogs. Founded in 1999 and funded by Brook Ventures, the company offers its services to more than 800 customers globally, including Scudder Investments, Enterprise Rent-A-Car, Shell Oil, Evergreen, Pharmaton and Nelson Bach USA. IMN is based in Newton, MA. More information can be found at www.IMNinc.com or by calling 617-964-4400.

About MIMC

Founded in 1996, MIMC is dedicated to accelerating business opportunities and professional development for its more than 3,000 members throughout New England.

Originally serving established and emerging technology companies MIMC has broadened its focus and attracted leading edge companies and individuals from a variety of industries including financial services and healthcare.

MIMC offers numerous forums, promotional opportunities and award recognition programs for companies of all sizes and in all stages of growth. With more than 50 events each year, MIMC provides its membership with a venue to promote their company to highly targeted audiences through sponsorships, speaking and networking opportunities. For more information, go to www.mimc.org.

###