

Press Release



IMN Names Tom Simons, President of PARTNERS+simons, as Chairman of the Board

E-Marketing Firm Strengthens Board of Directors to Build on its Upward Trajectory and Grow to Next Level

NEWTON, MA, October 27, 2003—E-marketing firm IMN, Inc. (formerly iMakeNews) of Newton, MA announces the appointment of Tom Simons, President/Creative Director of PARTNERS+simons, as Chairman of the Board.

“IMN has built an innovative, vibrant and consistently profitable set of e-marketing solutions. As a result, the business is on a very steep upward trajectory. I look forward to working with the Board and management team at IMN to maintain this rate of growth and solidify the company’s dominant category leadership position,” said Mr. Simons.

“We are very excited to have Tom Simons contributing his business acumen and creativity to IMN,” said IMN’s Chief Executive Officer Kathleen Goodwin. “Over the past three years, IMN has enjoyed 700 percent revenue growth and gained impressive market share within the e-marketing industry. With Mr. Simons’ strategic guidance, we look forward to moving to the next level.”

Mr. Simons has been a member of the IMN Board of Directors since 2002. During Mr. Simons’ tenure on the Board, IMN has grown its client base from approximately 600 to more than 800. It has also introduced Informative Marketing™, which maximizes companies’ return on their e-marketing investments through continuous monitoring of

customer behaviors. Shell Oil, Scudder, Enterprise Rent-A-Car, Primus and PartyLite are among the many IMN clients benefiting from Informative Marketing. In addition, IMN has recently changed its name from iMakeNews, doubled its staff, and moved into expanded headquarters.

Mr. Simons has grown his own company, PARTNERS+simons, to become one of the largest independent advertising communications firms in New England. His work for Blue Cross Blue Shield of Massachusetts, Benetton, PC WEEK, Staples, Charles Schwab & Company and New Balance Electric Shoe has garnered numerous awards. He has also authored or co-authored six e-books on how to work collaboratively to build successful brands, identities, content delivery systems and relationships in dynamic times. He serves as Chair of the Boston Ad Club, and is a member of the Board of Directors of The Home For Little Wanderers, Boston. He is a graduate of Harvard College with an honors degree in Visual and Environmental Studies.

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 Venture Fund, 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.

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