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IMN Achieves 70 Percent Sales Growth; Employee Base Grows by 50 Percent

Content-driven e-Communications Provider Reaches Nearly 20 Million Automotive Consumers with Loyalty Driver™ and Signs New Retail and Franchise Clients Including Bob Evans® Restaurant Chain and Franchisors Bojangles' Restaurants, Inc. and Fantastic Sams® Hair Salons

WALTHAM, Mass. – March 31, 2011 – [IMN](#), a content-driven [e-communications provider](#), today announced several 2010 milestones. Distributing communications on behalf of more than 3,000 global accounts – to more than 35 million consumers monthly – IMN achieved a record 70 percent year-over-year sales growth and 50 percent growth in employees in 2010. The company substantially increased its facilities size in order to support product innovation and customer growth plans.

“Based on customer feedback, ‘inbox blindness’ continues to be a stumbling block as organizations attempt to engage prospects, retain customers, build loyalty and strengthen their brands through email, mobile and social communication,” said Dave Fish, CEO of IMN. “We bring a revolutionary approach to email marketing, going beyond the prevailing model of campaign-centric, high frequency, and thin promotional-only messaging to instead focus on substantive content that consumers want to read – and structuring it in ways that lead to measurable response aligned with our clients’ desired business results.”

IMN’s industry-focused achievements in 2010 included:

Automotive

Serving many of the top automotive groups in North America, [IMN Loyalty Driver™](#) is delivered to nearly 20 million consumers, a figure that the company believes is the largest online automotive consumer reach available to the automotive industry. In 2010, IMN gained further traction with the establishment of several new OEM partnerships with European, Asian, and U.S. automotive manufacturers.

Franchise, Retail and Direct Selling

For the franchise and retail markets, specifically targeted at restaurant chains and consumer retail service organizations, IMN secured relationships with several notable clients including Bojangles' Restaurants, Inc. and Bob Evans®. [IMN](#) also was selected by O'Leary and Partners to handle over 550 Fantastic Sams® Hair Salons across the U.S.

“When searching for a company that could help us implement a system-wide e-club, we wanted to choose a leader in the industry that could be a partner with us instead of just being a third-party provider,” said Ken Reynolds, field marketing manager, Bojangles' Restaurants, Inc. “IMN has provided us the marketing, technical, and customer support needed for a successful e-club campaign.”

In late 2010, IMN introduced a multi-language capability for its international [direct selling](#) customers including Norwex®. IMN currently works with nearly every mainstream retailer in the direct selling industry including Maidenform at Home™ as well as leading direct selling associations like Direct Selling Women's Alliance (DSWA) to engage with their members.

Regional Banks, Community Banks and Credit Unions

IMN's business with regional banks, community banks and credit unions grew ten-fold in 2010 as financial institutions embraced their Bank Adviser™ and Member Adviser™ solutions. New credit unions clients included NewportFed and Northwest Community Credit Union.

“The IMN suite of solutions helps a variety of industries reach their targeted end-consumers with engaging content that retains reader interest and drives response over the long-term, supporting a significant and sustainable increase in sales and revenue for our clients. With our continuing and distinctive focus on the fusion of electronic publishing and digital direct response, we look forward to a strong 2011,” added Fish.

About IMN

[IMN](#) is a content driven e-communications provider. IMN enables companies to communicate with their customers through multimedia [email and e-newsletters](#) designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally.