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IMN Announces 77 Percent Growth in SMB Users Over the Last Year

Innovative e-communications service provider experiences phenomenal growth in small and medium size business markets

Waltham, MA – (August 2007) IMN, an applications service provider that delivers [e-communications solutions](#) to companies worldwide, announces a 77 percent growth in its user base in the automotive, technology and direct selling SMB (small and medium size business) markets over the last year. IMN'S patent-pending multi-tier e-communications platform enables its users to address entire SMB vertical markets with targeted consistent, messaging creating tangible customer loyalty in the form of repeat business and new business, along with multiple up-sell and cross-sell opportunities.

Within the automotive SMB market, the [IMN Loyalty Driver™](#) e-newsletter service, specifically designed for the automotive industry, has seen explosive growth with a 158 percent increase in number of stores using the service from June 2006 to June 2007. Mercedes-Benz of San Diego, a member of the Penske Auto Group, began using the Loyalty Driver e-newsletter service after learning of the success other Penske Auto Group members were having with the service. The dealership saw immediate results: “Within one-hour of sending our first e-newsletter we scheduled six service appointments and one sales appointment, and the next day that sales appointment became a vehicle sale,” says Udo Kaiser of Mercedes-Benz of San Diego. “That launch garnered us over 30 leads within 24-hours, an incredible response that far exceeded our goals and expectations.”

IMN is experiencing similar success in the technology market, where [IMN Total Channel Communications™](#) revenue has grown more than 54 percent from June 2006 to June 2007. SAP, (NYSE: SAP), a leading provider of business software and one of the latest additions to IMN's rapidly growing network of technology customers, is actively promoting the IMN services to their partners. Many are now using the services, including, NetSirk Technologies, Inc., a full-service technology consulting firm. They report that since using the IMN e-newsletter service to communicate with customers they have increased their sales pipeline by over \$100,000.

In the direct selling market, companies such as Southern Living At HOME promote the [IMN Party Pulse™](#) program across their entire network of independent sales representatives. Using this one-to-many approach, IMN has made significant inroads into the SOHO (small office/home office) market with over 26,000 SOHO users.

“Our strength in the SMB market is a direct reflection of how we choose to penetrate markets such as automotive, technology and direct selling,” says IMN CEO David Fish. “Through [IMN](#), companies in these markets have the ability to create brand loyalty through consistent messaging, driving significant growth and profitability for them and for IMN as a whole this last year.”

IMN is an innovative applications service provider that delivers business boosting e-communications solutions, including e-newsletters, email, mini websites, and weblogs, followed-up by robust tracking and analytics for complete online communications solutions. IMN services are sold worldwide directly and through re-seller organizations. Founded in 1999 and funded by Brook Venture Funds, IMN services over 2,000 accounts globally including Shell Oil, Wachovia, CitiStreet, SAP, Southern Living At HOME and ING. Additional information can be found at www.imninc.com or by calling 1-866-964-NEWS.

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