



**For Immediate Release**

**IMN (iMakeNews, Inc.) Appoints Jo Ellen Collins as Vice President,  
Marketing**

*Global Marketing and Business Development Executive Adds Strength to Senior  
Management Team*

**Waltham, MA, May 25, 2006**—IMN (iMakeNews, Inc.), a leading e-communications service provider, announces the appointment of Jo Ellen Collins as Vice President, Marketing.

Ms. Collins brings to IMN more than 20 years of leadership in global marketing and business development for high technology and media/content management companies, as well as biotechnology and pharmaceutical organizations.

“We are delighted to welcome Jo Ellen Collins to IMN,” said David A. Fish, CEO of the company. “Her high level of energy and focus, and her proven ability to deliver impressive marketing and sales results will add value to IMN. Jo Ellen also brings a customer-centric orientation that will be helpful as IMN expands the breadth and depth of services we provide to our clients.”

Before joining IMN, Ms. Collins was Director, Marketing Communications with Nuance Communications, Inc. (formerly ScanSoft, Inc.) where she grew the company’s presence among Global 1000 companies and key targeted accounts. Before Nuance Communications, she was Director, Channel and Customer Marketing for Workscape, Inc. Previously, she served as a Marketing and Business Development Consultant to Brooks-PRI Automation. She also held executive-level positions in marketing, advertising and client services with CMGI, Inc. (Engage, Inc. and Adsmart Corporation), True Software, Molecular Simulations, and Computervision Corporation. As Vice President of Client Services at Engage, Inc., she was instrumental in growing Engage Media into a \$50 million business in 24 months.

Ms. Collins holds an MBA in marketing from Babson College and a BA in psychology from Humboldt State University. She completed additional studies in direct marketing at Bentley College.

**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



**PRESS RELEASE**

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.

*Journalists who would like to talk with IMN executives should contact Dawn Ringel, Warner Communications, at 781-449-8456 or [dawn@warnerpr.com](mailto:dawn@warnerpr.com).*