



## **Megan's Pantry Adds IMN Party Pulse™ to its Recipe for Success**

**Waltham, MA, and Albuquerque, NM, January 16, 2007**—IMN, a leading e-communications company, today announced that Megan's Pantry has chosen the IMN Party Pulse™ service to support its sales consultants, and contribute to their success. Consultants will be able to use the service to develop and nurture strong customer relationships, book more parties, and improve sales.

IMN Party Pulse provides e-communications and reporting tools for direct selling and network marketing organizations. Megan's Pantry of Albuquerque, NM, which sells distinctive gourmet products through home parties and company-sponsored consultant websites, is rolling out the service to its network of consultants nationwide, who reach more than 4,000 customers.

Using IMN Party Pulse, Megan's Pantry will write, design and send out highly professional monthly e-newsletters on their consultants' behalf. The e-newsletters will be personalized with each consultant's contact information, and go only to the customers in her network. Articles will address hosting, business opportunities, featured recipes and meal plans, and other special promotions.

"Staying in touch with customers is extremely important to us, and this is an easy, consistent and repeatable way for our consultants to do so. Consultants don't have to do any writing or learn HTML; they can concentrate on building their businesses. We will write, design and send the e-newsletters for our consultants, and they will benefit from the results," said Matthew Cox, CEO of Megan's Pantry.

Louann Cormier, a consultant for Megan's Pantry, noted, "IMN Party Pulse e-newsletters generate new business right away. Within 12 hours of sending my first issue, I booked a party and received several e-mails and phone calls from customers."

After each mailing, consultants will also receive IMN's Warm Call™ reports showing which articles every recipient viewed. The reports will give consultants insights on which customers to call, how to reach them and a context for their call.

"As a mother of three with limited time, I consider the Warm Call reports a huge benefit," Ms. Cormier added. "The reports provide information on who has the strongest interest in hosting a party, or buying particular products. They highlight the people I need to call first to work most efficiently."

Megan's Pantry will also send a separate monthly IMN Party Pulse e-newsletter to each consultant. This special e-newsletter will provide information on the latest promotions, and prepare consultants to maximize product sales and party bookings.

### **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, e-mail, mini-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through 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 Partners, IMN services over 1,800 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. More information about IMN Party Pulse is available at [http://www.imninc.com/imn\\_pp\\_home.asp](http://www.imninc.com/imn_pp_home.asp).

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