



IMN Launches Video Channels for Loyalty Driver™ E-Newsletter Service

Select Dealerships are Debuting the Drive Live TV™ Videos, Designed to Increase Traffic to their Websites

Waltham, MA, February 3, 2007—IMN, provider of IMN Loyalty Driver™, the leading fully-managed e-newsletter service for auto dealerships, today launched Drive Live TV™—a series of video channels for auto dealer to customer communication. IMN announced the new initiative during the National Automobile Dealers Association (NADA) Convention & Exposition February 3-7 in Las Vegas.

A small group of leading dealerships are adding the IMN video channels to their monthly e-newsletters. Video has proven effective in customer interaction, racking up an impressive 24% more activity than traditional text-based newsletters.

Among dealerships using the service in February are Red McCombs Toyota, TX; Midway Chevrolet, AZ; and Penske Honda and Penske Chevrolet, IN.

“Today’s consumers increasingly turn to videos for sales information. We need to use the media they’re most comfortable with to keep them engaged. IMN’s Drive Live TV retains their interest and loyalty,” said Jo Ellen Collins, Vice President of Marketing for IMN.

“More than 300 dealerships have embraced IMN Loyalty Driver e-newsletters because customers respond positively to their content,” said Brian Epro, Director of the Automotive Services Group at IMN. “As consumers’ information-seeking habits change, we’re expanding the content formats we offer to keep their attention, whatever the medium.”

Each channel consists of 2-minute segments that provide deep and rich information on a wide range of automotive brands. They offer comprehensive overviews of many vehicle models—highlighting their features and benefits, styling, driving dynamics, safety and more. Customers and prospects can virtually “touch and feel” the cars they are thinking about buying.

Video segments are automatically integrated with IMN Buy Signal™ buttons which invite the customer to drive live what they just viewed by requesting an in-person test drive. The dealers, in turn, receive leads with contact information, so they can respond instantly to test drive requests.

IMN Loyalty Driver is a fully-managed, monthly e-newsletter service for auto dealers. Over 300 dealerships currently use it to stay top-of-mind with their customers and prospects, and drive new sales. The turnkey service includes a customized e-newsletter design, professionally written lifestyle and auto industry articles, monthly managed e-mail sends, Buy Signal lead distribution, and detailed analytics. IMN Loyalty Driver is designed to make it quick and easy for dealers to implement a highly professional e-newsletter program without the need to do any writing or HTML programming. Development and incorporation of the videos will become part of this managed service, and will not require extra effort on the part of individual dealers.

Individuals seeking more information about the IMN Drive Live video channels should contact Brian Epro at 866-964-NEWS or bepro@imninc.com. Additional IMN Loyalty Driver details are available at www.imnloyaltydriver.com. Mr. Epro will be at **booth 3881C** at the NADA Convention.

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 Funds, 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 is available at <http://www.imninc.com>.

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