



For immediate release

iMakeNews Launches DirectBlog™ , Enabling Organizations to Harness Weblog Technology for Better Branding, Knowledge Management, Viral Marketing and More

DirectBlog Puts Power of Consumer Technology into Businesses' Hands

NEWTON, Mass.—February 12, 2003 – iMakeNews, a major provider of e-marketing solutions for businesses, today announced the launch of its Weblog management or 'blogging' service, DirectBlog™. The new service enables businesses to harness the power of Weblogs, which provide untapped channels for e-marketing, knowledge management, sales and collaborative communications. Through DirectBlog, organizations will be able to publish and e-mail customized and personalized Weblogs to highly segmented groups. DirectBlog will be available to companies and iMakeNews' reseller network in April 2003.

"Weblogs enable individuals to make their voices heard—galvanizing people around specific ideas, producing opinion leaders, and influencing decisions," said Kathleen Goodwin, CEO of iMakeNews. "Extending that concept to the business world expands opportunities to strengthen customer and partner relationships and improve branding. The key is giving communication authority to new people, and building tight communities around easy-to-publish content."

Weblogs are self-publishing Web sites—empowering individuals to share commentary with likeminded people on issues of their choice, and to establish interactive dialogues. DirectBlog provides iMakeNews customers and channel

partners with all of the technical abilities of a 'blog, along with the features and flexibility of iMakeNews' e-marketing services. Individuals already using the firm's Web-based content management, design, subscription management, data analysis, and other tools can extend their application to 'blogging. Through a single user interface, they can create, maintain and e-mail 'blogs on a "massively one-to-one" basis.

Unlike more formal e-newsletters, which are typically published on a set schedule, Weblogs are easy to publish and e-mail at the "speed of business" so that tidbits of valued information can be shared.

iMakeNews' DirectBlog service is ideal for:

- **Pharmaceutical companies:** To speed dissemination of results of important clinical trials.
- **Technology and manufacturing companies:** To provide knowledge management and ongoing training for product support teams.
- **Publishers:** To create dialogues between columnists and readers, driving subscriber loyalty.
- **Software companies:** To publish weekly technical release notes to beta testers and customers.
- **Sales executives:** To quickly update channels and distributors on new products and services.
- **Engineers:** To collaborate on research and development across continents, or discuss development challenges
- **Professional associations:** To power up their grassroots lobbying.
- **Consumer products manufacturers:** To extend viral marketing programs.

DirectBlog leverages iMakeNews' two-way dialogue, dynamic content and data analysis capabilities. These enable organizations to analyze readership

preferences and patterns, and serve customized information to finely tuned readership segments.

For a related white paper, and for notification that the DirectBlog service is available, contact weblogs@imakenews.com.

About iMakeNews

iMakeNews empowers organizations to develop, maintain and enhance valuable relationships with their customers and stakeholders through the electronic delivery of personally-relevant, actionable information. iMakeNews leverages Internet technology to provide complete, "one-stop" solutions for design and formatting, content management, distribution, interactivity, data analysis and warehousing, and list management. The company combines e-newsletters and e-marketing campaigns with companion microsites and weblogs to deliver an increased return on investment (ROI). Founded in 1999 and funded by Brook Ventures, the company offers its services to more than 700 customers globally, including General Electric, Panasonic, Rubbermaid Commercial Products, Scudder Investments, Nelson Bach USA and Citibank. iMakeNews is based in Newton, MA. More information can be found at www.imakenews.com or by calling 866-964-NEWS.

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