



F.A.I.T.H.[®] Empowers Sales Consultants to Keep Customers Interested and Engaged Using IMN Party Pulse™ E-Newsletter Service

E-Newsletters Support F.A.I.T.H.[®] Consultants Who Sell Jewelry Through Home Shows

Waltham, MA, and Addison, TX, July 20, 2006—IMN of Waltham, MA, a leading e-communications company, today announced that **F.A.I.T.H.** (*Fashion Accessories In The Home*) of Addison, TX, is rolling out the IMN Party Pulse™ service to its consultants nationwide. IMN Party Pulse provides e-mail, e-newsletter and reporting tools for direct selling and network marketing organizations that promote their products through Home Shows, Open House events and person-to-person sales.

F.A.I.T.H. co-owners Pam and Mark Hatchard founded their company in 1996 to design and create jewelry that women would find beautiful and inspirational. They wanted to boost their customers' self-esteem with the jewelry, and help them gain financial freedom by selling it through home shows. Now, **F.A.I.T.H.** will use IMN Party Pulse to help its consultants improve their sales and grow their individual networks.

Using IMN Party Pulse, **F.A.I.T.H.** will write, design and send out e-newsletters on their consultants' behalf. The e-newsletters will be personalized with each consultant's contact information and photograph and go only to the customers in her network. After each mailing, consultants will also receive IMN's exclusive Warm Call™ reports showing which articles every recipient viewed. The reports will give consultants instant information on which customers to call, how to reach them and a context for their call—whether it be hosting a show, providing additional information on the latest products or sharing the career benefits that **F.A.I.T.H.** has to offer.

"IMN Party Pulse e-newsletters are perfect for our consultants. They are exciting and easy to use, and they draw customers in," said Mark Hatchard.

"We are delighted that **F.A.I.T.H.** will use IMN Party Pulse to make its sales consultants more successful," said Michelle Mathews, Market Manager, Direct Selling Industry for IMN. "This service is particularly helpful to companies like **F.A.I.T.H.** that want to make it easy for consultants to stay top of mind with their customers and grow their businesses."

F.A.I.T.H. customer e-newsletters will include information on new products, hostess benefits, the **F.A.I.T.H.** opportunity and other incentives and specials. Each issue will emphasize graphics to convey the vibrancy of **F.A.I.T.H.** products.

“Our consultants are especially excited about the Warm Call reports they’ll receive after each e-newsletter,” said Kristena Rivera, Director of Marketing for **F.A.I.T.H.** “By showing what content their customers are viewing, these reports will literally help consultants read their clients’ minds. A consultant might see, for instance, that ‘Sally’ opened an article about hostess benefits five times. This will give the consultant a good reason to call Sally and start a conversation about hostess benefits without ever mentioning that she has seen the reports. And Sally will be impressed with the value her consultant is adding.”

F.A.I.T.H. will also use IMN Party Pulse to send a monthly e-newsletter to its consultants. This e-newsletter will keep consultants’ excitement about **F.A.I.T.H.** alive throughout the year. It will include suggestions on how to coach hostesses to earn the most from their shows, gain new customers and re-romance former clients, book more shows, share opportunities by recruiting new consultants, and more.

For more information, please call 1-866-964-NEWS (6397) and ask for Michelle Mathews, extension 237, or see the IMN Party Pulse section of IMN’s Website at www.imnpartypulse.com.

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 1,700 accounts globally. The company’s approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. PartyLite and Homemade Gourmet are among the organizations using the IMN Party Pulse service. IMN is located at 200 Fifth Avenue, Waltham, MA 02451.

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