



IMN Takes Starring Role with Academy of Television Arts & Sciences

*Bestowing Organization of the Emmy® Awards Chooses IMN for a Lead Performance—
as the Provider of its E-Newsletter Service*

Waltham, MA, October 24, 2005—IMN's e-newsletter service is literally reaching for the stars, in support of top professionals in front of and behind the cameras in the television industry.

Today, IMN, a leading e-communications service provider, announced that the Academy of Television Arts & Sciences is relying on its Web-based e-newsletter platform to improve communications with its 13,000 members, place its rich array of services in the spotlight, increase membership retention rates, and draw traffic to its Website, www.emmys.org.

The nonprofit Television Academy serves individuals in 27 membership peer groups, from performers to casting directors to sound editors to stuntmen.

According to Juan Morales, the Television Academy's Director of Publications, "We are extremely impressed with IMN's easy-to-use platform for developing and sending highly professional newsletters. For the first time, we can use email efficiently and effectively to bring important information to our members' attention, keep them engaged, showcase our value-added services, and stress the importance of every individual member to the Television Academy."

The Television Academy has published its e-newsletter, *Online Television Academy News*, for approximately three months on a weekly basis. Content includes news, announcements of tickets to events, recognition of contributing partners, a calendar section, notices of new Website features, and more.

In the weeks leading up to the September 2005 Emmy® Awards, for example, the Television Academy used the newsletter to remind members of judging deadlines. After the event, a lead newsletter story highlighted *Architectural Digest's* sponsorship of the Green Room at this year's awards ceremony, and featured a link to the Television Academy Website where members could see photos and gain additional details.

The user-friendly features of IMN's e-newsletter service initially drew the Television Academy's attention, Morales notes. The organization had a bulk emailing product that was cumbersome to use, and didn't handle HTML mailings well. In addition, the product did not offer a way to monitor, categorize and minimize bounce-backs and handle unsubscribe requests.

The IMN e-newsletter platform makes it easy for organizations like the Academy of Television Arts & Sciences to publish, distribute and track responses to their HTML e-newsletters. The platform features a series of Web-based wizards that marketers with no programming or HTML coding experience can use right away. With successive mouse clicks, organizations can quickly follow the wizards to develop a branded e-newsletter layout with graphics and illustrations, add in their articles, publish and send their e-newsletters to a customized email list, monitor delivery, manage requests to opt in or unsubscribe, and immediately gather feedback on readers' interest in individual articles.

A major feature of IMN's e-newsletter service is its package of advanced analytics to automatically capture and report on readers' consumption of information—such as click-throughs, most-read content, time spent reading, and pass-along/forwarding behavior. With this data, organizations can hone e-newsletter content from issue to issue to keep end customers interested and involved.

“Our Governors and members are sending congratulatory emails to the Television Academy about the e-newsletters—proof that IMN is helping us improve our level of membership service,” said Morales.

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 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, and its phone number is 1-866-964-NEWS. For more information, please see www.imninc.com.

About the Academy of Television Arts & Sciences

The Academy of Television Arts & Sciences was founded in 1946 just one month after network television was born. It is a non-profit organization devoted to the advancement of telecommunications arts and sciences and to fostering creative leadership in the telecommunications industry. In addition to recognizing outstanding programming through its Emmy® Award, the Television Academy publishes *Emmy® Magazine*.

For additional press information and resources concerning the Primetime Emmy Awards or the Academy of Television Arts & Sciences, please direct your inquiries to Robin Mesger of The Lippin Group at (323) 965-1990.

Journalists who would like more information on IMN and its work with the Academy of Arts & Sciences should contact Dawn Ringel, Warner Communications, at 781-449-8456 or dawn@warnerpr.com.