

IMN Adds Warm Call™ Reports to IMN Party Pulse™ Service for Direct Selling and Network Marketing Organizations

Reports Provide Information for Sales Consultants to Grow their Businesses by Knowing Who to Call and How to Reach Them

WALTHAM, MA, May 30, 2006—IMN, a leading e-communications company, has added Warm Call™ reports to its IMN Party Pulse™ e-newsletter service. Using the reports, sales consultants for direct selling and network marketing organizations gain instant information on what customers to call and how to reach them, so they can continue to grow their networks and increase sales.

The new Warm Call reports – sent to consultants 24 hours, 3 days, and 7 days after each e-newsletter mailing – give them a quick reference into their customers' interests and preferences. With each report, consultants learn which customers opened their e-newsletters, who read about “hostess specials” and other benefits of holding parties, what product information most interested them, and how to contact readers by phone or e-mail.

“The reports make it easier for consultants to grow their businesses by focusing on the most promising opportunities in their networks,” said David A. Fish, Chief Executive Officer of IMN. “Consultants can identify which customers to follow-up with on sponsorship opportunities, and which to call about hosting a party, based on the articles they have clicked. The Warm Call reports also enable consultants to work more efficiently, so they can expand their networks while freeing up time for other priorities, from hostess coaching and team training to spending more time with family and friends.”

Perhaps the major advantage of the Warm Call reports is helping consultants who are uncomfortable making follow-up phone calls by providing a natural context for the call. “I used to be nervous calling customers because I didn't want to seem pushy,” said Karyn, an independent consultant. “But the information I get from the report on readers' interests makes me more comfortable making calls. It's easier for me to ask a customer, 'Have you seen the hostess specials in my latest e-newsletter?' knowing that she has, indeed, viewed related articles. These reports have really helped me build my confidence and I'm booking more parties as a result.”

“I've found that consultants who use their Warm Call reports out-book those who use door prize slips and guest lists,” said Rebecca, a direct sales leader. “During my unit booking blitzes, those who use their Warm Call reports quickly work through their lists, typically making 12-13 calls in ten minutes, while their counterparts who don't use the reports make only a couple of calls in the same timeframe – they spend most of their time shuffling through their slips deciding who to call.”

“Another advantage is when a consultant sees that someone looks at the hostess specials month after month, she knows it might be the right time to call her about booking a party – even if that same guest checked off on her door prize slip that she wasn’t interested,” added Rebecca. “Without the Warm Call reports, that’s a call she’d never make.”

IMN launched the IMN Party Pulse e-communications service last January. Using the service, direct selling organizations keep their brands “top of mind” and enable sales consultants to preserve and deepen their customer relationships and uncover new opportunities. Direct selling and network marketing organizations develop and send the e-newsletters to customers on behalf of their sales consultants. The e-newsletters are personalized on behalf of the sales consultants and can include their photos along with the rest of their contact information.

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 1,300 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. Additional information is available at www.imninc.com.

Journalists who would like to talk with IMN executives should contact Dawn Ringel, Warner Communications, at 781-449-8456 or dawn@warnerpr.com.