



Homemade Gourmet® Chooses IMN Party Pulse™ Service to Improve E-Communications with Leaders, Distributors and Customers

Service Is Designed to Increase Sales of Products and Grow Distributors' Networks

WALTHAM, MA, June 5, 2006—IMN, a leading e-communications company, today announced that Homemade Gourmet®, a provider of quality, affordable, easy-to-prepare meals, education, and direct-sales business opportunities has become a new IMN customer. Homemade Gourmet will use the IMN Party Pulse™ service to improve communications with its distributors, leaders, and customers, in order to increase sales of products that are “Bringing Families Back to the Dinner Table®” – the Homemade Gourmet tagline and mission. IMN made the announcement during the Direct Selling Association’s 2006 Annual Meeting in Boca Raton, FL.

IMN Party Pulse is an e-communications solution comprised of e-mail, e-newsletter and reporting tools for direct selling and network marketing organizations that promote their products through parties, in-home events, and person-to-person sales.

Headquartered in Canton, TX, Homemade Gourmet has over 3,000 active independent distributors nationwide who sell its products through home parties, and maintain personalized relationships with Homemade Gourmet’s customers.

“We have always observed that our top-selling distributors consistently stay in touch with their customers through e-mail and by phone. These individuals intuitively understand the importance of developing personalized customer relationships. IMN Party Pulse will make this process repeatable and easier, ensuring these best practices penetrate our entire sales organization,” said Tami VanHoy, Founder and CEO of Homemade Gourmet.

“We’re delighted that IMN Party Pulse supports Homemade Gourmet’s mission of strengthening families by encouraging nightly dinners together,” said David A. Fish, CEO of IMN.

Using IMN Party Pulse, Homemade Gourmet will publish three separate e-newsletters, including:

- ***A monthly e-newsletter to help distributors keep the Homemade Gourmet brand top of mind, and preserve and deepen their customer relationships.*** Homemade Gourmet will launch the customer e-newsletters as a benefit of a new Dinner Club. The e-newsletters will help readers learn from other members who share their commitment to connect with their families at the dinner table. Content will include member surveys (and articles on the results), recipes, and lifestyle features, as well as product information and hostess/guest specials.

Homemade Gourmet will write, design and send out the e-newsletters on behalf of its distributors. The e-newsletters will be personalized with the distributor's contact information and photograph. After each mailing, distributors will receive Warm Call™ reports showing which articles each recipient viewed. The reports will give distributors instant information on which customers to call, how to reach them and a context for their call—whether it be hosting a party, launching a business, or stocking the pantry—so they can continue to grow their networks and improve sales.

“We’re very excited about the Warm Call reports,” added Ms. VanHoy. “Once a distributor sees that a customer is interested in a new product or recipe or in hosting a party, she’ll have more confidence when she picks up the phone and has a conversation with that customer, knowing the call will be welcomed.”

Homemade Gourmet will provide additional information about the Dinner Club and e-newsletters for club members during its annual Family Reunion at the Grapevine (TX) Hilton July 21-22. The Dinner Club will formally launch in August.

- **A second e-newsletter from Homemade Gourmet for distributors.** This publication will educate distributors on promotions, hostess and guest specials, products and recipes, and more—providing the information they need to be even more successful.
- **A third e-newsletter from the company to its national leaders.** This publication will help leaders support and grow their networks—providing recruitment guidelines, training and communications tips, 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 1,300 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.