

Smart Circle International™ Makes Smart Choice with IMN Party Pulse™ E-Communications Service

Waltham, MA—IMN, a leading e-communications company, today announced that Smart Circle International™ has chosen the IMN Party Pulse™ service to build closer relationships with its advertising partners and end customers. In addition, the company will be using IMN Party Pulse to help its advisors (sales consultants) increase sales, build their downlines, and work more efficiently.

IMN Party Pulse is an e-communications service specifically designed to help network marketing and direct selling organizations support their distributors and sales consultants.

Smart Circle International distributes discount certificates on popular products and services on behalf of advertising partners. Reaching more than 30 million consumers each year, major companies turn to Smart Circle International to build traffic, enhance brand loyalty, fill unused capacity and generate new customers.

Using IMN Party Pulse, Smart Circle International will create three different e-newsletters for:

- **Advertising Partners**—Advertising Partners will receive a quarterly e-newsletter with company news, client spotlight features, tips for using Smart Circle International's services, and more. The company will send each partner a personalized e-newsletter on behalf of the account marketing representative (AMR) working with him/her.
- **Individual customers**—Customers will receive monthly e-newsletters on new products, ordering information, and Smart Circle International's community initiatives. Smart Circle International will distribute personalized e-newsletters to all the customers within each advisor's network, and include the advisor's photo and contact information.
- **Advisors**—Advisors will receive a monthly e-newsletter with selling tips, sales contest information, recognition of individual advisors' achievements, and organizational news.

IMN Party Pulse includes exclusive Warm Call™ reports, showing advisors and AMRs which articles each of their recipients viewed. These reports will help advisors and AMRs identify which customers or partners should receive follow-up calls. For instance, if an advisor sees that a customer clicked on an advertising partner's restaurant promotion, he can follow up to encourage a sale. The Warm Call reports will help advisors and AMRs grow their networks and "work smarter."

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 Partners, IMN services over 1,800 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. More information about IMN Party Pulse is available at http://www.imninc.com/imn_pp_home.asp.

About The Smart Circle International

Established in 1989, Smart Circle International is the dominant force in referral marketing worldwide. Major companies turn to Smart Circle International to build traffic, enhance brand loyalty, fill unused capacity and generate new customers. Smart Circle International reaches consumers face-to-face through their community marketing networks which include the Public Sales Network, Private Sales Network and Fundraising Network to distribute promotional certificates on popular products and services on behalf of advertisers.

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More information about Smart Circle International is available at www.smartcircleinternational.com.

Journalists who would like more information should contact Dawn Ringel, Warner Communications, 781-449-8456 or dawn@warnerpr.com.