



FOR IMMEDIATE RELEASE

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IMN Achieves Ten-Fold Growth in Sales to Community Financial Institutions
-- Content-driven e-communications provider grows product line and customers --

WALTHAM, Mass., April 19, 2011 – [IMN](#), a content-driven [e-communications provider](#), today announced several 2010 milestones. IMN's business with regional banks, community banks and credit unions grew ten-fold in 2010 as financial institutions embraced their [Bank Adviser™](#) and [Member Adviser™](#) solutions.

IMN's solutions are deployed in a variety of markets including financial services, automotive, franchise, direct selling and technology. Distributing communications on behalf of more than 3,000 global accounts – to more than 35 million consumers monthly – IMN achieved a record 70 percent year-over-year sales growth and 50 percent growth in employees in 2010. The company substantially increased its facilities size in order to support product innovation and customer growth plans.

“Based on customer feedback, ‘inbox blindness’ continues to be a stumbling block as organizations attempt to engage prospects, retain customers, build loyalty and strengthen their brands through email, mobile and social communication,” said Dave Fish, CEO of IMN. “We bring a revolutionary approach to email marketing, going beyond the prevailing model of campaign-centric, high frequency, and thin promotional-only messaging to instead focus on substantive content that consumers want to read – and structuring it in ways that lead to measurable response aligned with our clients’ desired business results.”

New bank and credit union clients included Avidia Bank, Alta Vista Credit Union, Colonial Savings, University of Iowa Credit Union, Salin Bank and The Peoples Federal Credit Union.

During the past year, IMN also expanded its e-newsletter product offering to include special content and [Bank Adviser Small Business™](#) and [Member Adviser Small Business™](#) editions to address the small business market. Both e-newsletters include topics addressing

new products, services and technologies available to the small business as well as management methods for improving finance, tax, sales, service and marketing operations.

“The IMN suite of solutions helps a variety of industries reach their targeted end-consumers with engaging content that retains reader interest and drives response over the long-term, supporting a significant and sustainable increase in sales and revenue for our clients. With our continuing and distinctive focus on the fusion of electronic publishing and digital direct response, we look forward to a strong 2011,” added Fish.

About IMN

[IMN](#) is a content driven e-communications provider. IMN enables companies to communicate with their customers through multimedia [email and e-newsletters](#) designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by community banks and credit unions such as NewportFed and Northwest Community Credit Union. Additional information can be found at www.digital.bankadviser.com or www.digital.memberadviser.com or by calling 1-877-581-0603.