



IMN Launches High-Tech, New Product to Fire Up Network Marketing Businesses – Say Hello to Net Connect

WALTHAM, Mass., March 18, 2008-- IMN, the e-communications company with more than 3,000 accounts globally, has launched a new “e-nnovation” solution specifically designed for network marketing businesses. The product, called Net Connect™, greatly optimizes communication with the specific key target audiences that drive network marketing success.

Today’s direct sellers – whether they operate on the party plan or network marketing model – have unique social networks that demand fine-tuned communications. IMN has established itself as the thought and product leader in high-tech, high touch communications strategies for direct sellers. IMN’s Party Pulse™ suite of communications solutions – introduced in 2006 after several years of research – has revolutionized the way that direct selling party plan companies communicate with their sales representatives and customers. Now, IMN’s Net Connect product – researched, developed and tested specifically for network marketing businesses – offers unprecedented growth in the multi-billion dollar network marketing channel.

Net Connect allows network marketing companies, and their distributors, to build and strengthen the corporate brand and grow their networks quickly by sending customized e-newsletters designed to engage and attract distinctly different target audiences: distributors, customers, members and prospects. Net Connect allows the network marketing company to create one e-newsletter – with slightly different messaging for each target audience – to assure that each audience receives the appropriate information at the right time. Follow-up analytics are then made available to the company, with a simple log-in, that enables it to make business decisions and tailor content to what the reader found of interest.

The distributor’s e-newsletter is sent by the company, on behalf of distributors, to the distributor’s customers, members, and prospects. Personalized with the distributor’s picture, contact information and message, it assures that personal relationships are strengthened and built. Personalization also optimizes open rates as research reveals consumers are 60 percent more likely to open an email from someone they know. The content of the distributor’s e-newsletter – created by the network marketing company – assures consistent brand image and corporate and industry compliance.

A network marketing company’s greatest asset is their network. IMN’s Net Connect allows them to see and communicate with their entire network. Net Connect allows them to “light up the network” by engaging and exciting each target audience. From outreach through sweepstakes to turning what was formerly a prospect into a customer or distributor, Net Connect offers a never-ending conversation and connection between a network marketing company and its many audiences. Net Connect is what network marketing is all about.

About IMN

IMN, headquartered in Waltham, MA, specializes in e-communications services for sales and distribution networks, enabling direct selling companies to support their field sales organizations with multi-media capable e-mail and e-newsletters, which are designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales and recruits for the distributor. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing distributors from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Private Quarters, Sensaria, Gold Canyon, Southern Living At HOME,

Homemade Gourmet, U Design Jewelry and Two Sisters Gourmet. It also serves major corporations such as Shell Oil, Wachovia, CitiStreet and ING. Additional information can be found at www.imnnetconnect.com or by calling 1-866-964-NEWS.