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Media Contact: Ali Livolsi
Charisma! Communications
Ph (503) 867-1203

IMN Loyalty Driver™ E-Newsletter Hits 1,000 Dealer Mark

IMN Loyalty Driver e-newsletter increases website visitors and drives sales for independent and franchised dealers across the nation

Waltham, MA – (September 29, 2008) IMN announces that more than 1,000 independent and franchised dealers nationwide are using IMN Loyalty Driver, the fully-managed e-newsletter created specifically for auto dealers, to increase customer loyalty and drive sales in vehicles, services and parts. The growth in dealer usage is attributed to a unique content-driven format that cuts through consumer email clutter, resulting in greater readership and increased dealership website traffic.

With an increasing emphasis on parts and service business during slow vehicle sales, Loyalty Driver is fast becoming the preferred way for automotive dealers to stay in touch with their customers and drive additional revenue to their stores on a monthly basis. The Loyalty Driver e-newsletter is unique because of a focus on interesting, informative content that results in a ‘soft sell’ approach. By combining timely promotions, coupons and vehicle videos with articles on current lifestyle and automotive topics of interest, the Loyalty Driver e-newsletters helps generate opportunities for sales that might otherwise have been missed through traditional marketing.

Dealerships are recognizing that this unique focus on article content, paired with relevant special offers, results in greater e-newsletter readership, lower opt-out rates, increased website traffic and greater service and parts revenue.

“We’re excited to announce we’ve helped more than 1,000 dealerships create a unique and valuable marketing piece for their customers and prospects,” said Brian Epro, Director of the Automotive Services Group at IMN. “At a time when all dealerships are determining what impacts their budget line-by-line, we’re proud to be seen as one of their most valuable promotion solutions.”

About IMN

IMN specializes in e-communications services for sales and distribution networks, enabling auto dealerships to communicate to their customers with multi-media capable email and e-newsletters, which are designed to drive measurable brand impact and product visibility, leads and sales for the dealership. IMN also provides all of the content as well as reporting and analytics. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at www.imnloyaltydriver.com or by calling 1-866-964-6397.

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