



IMN ANNOUNCES EQUITY INVESTMENT FROM NORTH BRIDGE GROWTH EQUITY

Waltham, MA, June 4, 2008 – IMN, a Software as a Service (SaaS) provider of e-communications services for sales and distribution networks, announced today that North Bridge Growth Equity, a private investor in technology and technology-enabled companies, has made an investment in the company. This investment will enable IMN to drive growth in both existing and new vertical markets, and accelerate innovation for which the company is known.

IMN has an established presence in a variety of vertical market segments including automotive, direct selling, technology and financial services. As part of its e-communications solution, IMN publishes micro-sites with rich content linked to each email sent, adding the power of web marketing and analytics to the email channel.

“We are extremely pleased to have North Bridge Growth Equity backing our company,” said IMN CEO David Fish. “Their investment profile is a perfect fit with our strategic direction. Our worldwide base of customers – in the automotive, direct selling, technology and financial services markets – will be the ultimate beneficiaries as this investment will allow IMN to address a wider range of customer requirements and enter new vertical markets in years to come.”

“In addition to a growing and profitable revenue stream, IMN is led by a superior management team that understands the growing demand for retention-focused electronic marketing services and analytics,” said Ryan Sweeney of North Bridge. “The company provides a software platform and support infrastructure that ultimately enables users to enhance customer loyalty, retention and sales. North Bridge is pleased to partner with a company so dedicated to improving the consumer marketing experience, and we look forward to assisting the IMN team as they continue to innovate in the coming years.”

Brook Venture Partners, IMN’s first institutional investor, sold its stake in the company as part of the transaction. “Our relationship with IMN began in 2000, and this transaction concludes a chapter during which Brook had the privilege of playing a key role in supporting IMN’s success,” said Ned Williams of Brook and a former member of IMN’s board of directors.

Innovation Advisors served as financial advisor to IMN on this transaction. Foley Hoag LLP acted as legal counsel for IMN, and Weil Gotshal & Manges LLP acted as legal counsel for North Bridge Growth Equity.

About IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services for sales and distribution networks. 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 market segments including self-service marketing and in vertical markets such as automotive, direct selling, technology and financial services. IMN services are sold worldwide directly and through re-seller organizations. Founded in 1999 and headquartered in Waltham, MA, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, SAP, Southern Living At HOME and ING. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.

About North Bridge Growth Equity

North Bridge Growth Equity ("NBGE") is a leading growth equity firm which invests in technology and technology-enabled companies characterized by strong revenue and profitability momentum, large and dynamic addressable markets, and proven management teams. NBGE focuses on making equity investments of \$20–\$50 million and is currently investing from the \$545 million North Bridge Growth Equity Fund I. NBGE is affiliated with North Bridge Venture Partners ("NBVP"), a bi-coastal leader in early stage venture capital investing, and together, NBGE and NBVP have \$2.7 billion of committed capital under management. For more information, visit: www.northbridge.com.

About Brook Venture Partners

Brook Venture Partners provides expansion stage capital through Brook Venture Fund I, Brook Venture Fund II and other co-investment funds to Information Technology and Medical Technology companies located in the Northeastern United States. The firm focuses on investments of \$2–5 million and specializes in both financing and providing the strategic and planning support necessary to rapidly scale and accelerate sales and marketing activities. Brook is headquartered outside Boston in Wakefield, MA. For more information visit: www.brookventure.com.