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Scentsy Grows 491% with IMN Party Pulse™
Sales soar for fragrance company after implementing IMN e-Newsletter

Waltham, MA — February 6, 2009 — IMN, specializing in e-communications solutions for the direct selling industry, today announced that in just a 12-month time period, its client Scentsy saw sales volume increase by 491% after introducing its “Making Perfect Scents” e-newsletter based on IMN Party Pulse. During that same time period, Scentsy also grew from 1,992 independent consultants to 11,501 consultants — growing nearly 6 times in size in its fourth year of business.

“We attribute this unprecedented growth to our ability to connect our message with the hearts and minds of thousands of people,” says Orville Thompson, CEO of Scentsy. “Our ‘Making Perfect Scents’ e-newsletter that we get through the IMN Party Pulse program is our main tool for making those connections.”

With the “Making Perfect Scents” e-newsletter, Scentsy consultants are able to use the IMN service to develop and nurture strong customer relationships, book more parties, sponsor more recruits and improve sales.

IMN Party Pulse provides e-communications and reporting tools for direct selling and network marketing organizations. Scentsy of Meridian, Idaho, which sells wickless fragrance products for home and auto, adopted the IMN capability two years ago.

Using IMN Party Pulse, Scentsy is able to write, design and send out highly professional monthly e-newsletters on their consultants’ behalf. The e-newsletters are personalized with each consultant’s contact information, and are distributed to the customers in their respective networks. Articles address hosting, business opportunities, featured fragrances and other special promotions.

Dini Moorhouse, a Scentsy consultant, said her business has been enhanced “many fold,” and the e-newsletter offers a monthly reminder to new and existing customers. “I love how professional the e-newsletter is. My customers tell me they appreciate how easy it is to reach me through the e-newsletter; either replying by email, going straight to my website or finding my phone number.”

Party Pulse readership analytics, known as Warm Call™ reports, provide the added benefit of giving the consultant visibility into customers’ interests. With this information, consultants know who to call and what to say, resulting in increased sales, recruiting and parties. Scentsy is also able to track readership patterns and customer preferences over time with these analytics.

“With an open rate of 58.6%, compared to an industry average of 31%, ‘Making Perfect Scents’ e-newsletter is hitting the mark,” says Thompson. “Plus, with Warm Call reports, our consultants can follow up confidently to convert interested prospects into customers and sponsor new recruits.”

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