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Loyalty Driver™ Selected as Strategic Partner by Ford Motor Company

Ford dealers nationwide will have access to the industry's most powerful promotion, communication and reporting tools to drive additional business into their stores.

Waltham, MA — April 7, 2009 — IMN, provider of the most widely used e-communication service for automotive dealerships, today announced they have been selected as a Strategic Partner and e-newsletter provider for Ford Motor Company dealers. IMN's Loyalty Driver e-newsletter is fully managed and designed specifically to help auto dealers connect with customers and prospects and build loyalty. The agreement enables Ford dealers to access a brand specific package and leverage this proven channel to communicate and build relationships with their customers and drive business at a time when it matters most.

Loyalty Driver will help Ford dealerships attract and engage readers using value-added content such as video and lifestyle articles paired with promotion and coupon offerings that drive sales.

“Our experience with IMN has been fantastic! Traffic to our website, the number of internet leads and service department activity markedly increase the week our e-newsletters publish,” said Tom Ausdenmoore, Business Development Manager, Marc Heitz Auto Family. “But most of all, we always receive reply notes from many of our sales and service customers indicating that they're paying attention out there. You can't get those results with most any other form of media.”

In addition to the e-newsletter, Ford dealers will be able to showcase Ford DriveLive™ TV videos, feature Show Your Phone™ mobile coupons, access ROI reports, append emails and send FollowUp™ emails for communications in-between the monthly e-newsletter. The result is a solution that will help Ford dealerships cut through the clutter and identify the readers most likely to purchase a vehicle or service within the next few months.

“With the best product lineup in its history, Ford Motor Company dealerships have a tremendous opportunity to pull in market share and keep customers and prospects

engaged. Our special package of customized lifestyle content, videos and Show Your Phone text messaging will allow Ford dealers to continuously build and reinforce the value of Ford products and build loyalty for ongoing sales,” said Brian Epro, Director, Automotive Services group, IMN.

For additional information on IMN’s Loyalty Driver online marketing platform and the new features available, visit www.loyaltydriver.com.

About IMN:

Founded in 1999, IMN is a Software as a Service (SAAS) provider specializing in content-driven e-communications services. Since 2004, IMN has provided Loyalty Driver, an e-communications service to help automobile dealerships to communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and ING. Additional information can be found at www.imnloyaltydriver.com or by calling 1-866-964-6397.

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