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IMN Loyalty Driver™ Goes Mobile, Giving Dealers 24/7 Access to Customers and Prospects on the Go

New mobile newsletter service enables customers and prospects to click on coupons, make service appointments and schedule test drives – all from their smartphones

Waltham, MA -- (August 18, 2009) IMN, provider of the most widely used ecommunication service for automotive dealerships, has gone mobile, offering dealers unprecedented access to customers and prospects on the go. IMN is the first in the industry to give dealers continuous access to customers and prospects through a mobile newsletter solution; enabling both dealers and consumers to stay engaged long term.

The dealers who embrace mobile will get a jump on the competition and capture the lion's share of consumers now using their phones for real-time information and updates.

The mobile version of Loyalty Driver has been developed to be smartphone friendly, offering links to content with no heavy graphics to download. From the mobile homepage, users can view the newsletter, contact the dealership, view coupons, schedule service or request test drives straight from their phone. iPhone users can even view video content.

“Today's consumers are used to getting the information they want on demand. Dealers using IMN Loyalty Driver can be assured they are reaching their customers and prospects through their preferred channel of communication – email, web and mobile,” said Brian Epro, Director of Automotive Services Group, IMN. “For instance, if a customer receives a 20 percent off coupon on his phone while he's deciding where to schedule his next service appointment, more than likely he'll make the service appointment with the dealer who sent the email. By offering a mobile solution, we're giving dealerships unheard of access to customers.”

Mobile marketing is no longer an option and the dealers who embrace it now are the ones who will differentiate themselves and win more business.

About IMN:

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven ecommunications services. Since 2004, IMN has provided Loyalty Driver, an ecommunications service to help automobile dealerships to communicate with their customers through multi-media email and enewsletters 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 Sage. Additional information can be found at www.loyaltydriver.com or by calling 1-866-964-6397.