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**FOR IMMEDIATE RELEASE**

## **Direct Selling Association Launches *DSA InTouch* Enewsletter Using IMN ECommunication Platform**

*IMN's platform enables multi-media newsletters and robust analytics for DSA*

Waltham, Mass. and Washington, D.C. – September 9, 2009 – The Direct Selling Association (DSA), the national trade association of firms that manufacture and distribute goods and services sold directly to consumers, has launched its *DSA InTouch* enewsletter using an ecommunications platform provided by IMN. IMN is a content-driven ecommunications company that distributes weekly and monthly newsletters on behalf of DSA to its member base of more than 265 companies. For 22 years, the DSA has provided valuable information to thousands of direct selling executives with its popular monthly newsletter. In August, the DSA unveiled its much-anticipated first issue of *DSA InTouch*, complete with enhanced format and features.

“It’s critical that we communicate timely information about important direct selling topics to our members. We strive to provide them with the most current and helpful information possible,” said Amy Robinson, Vice President of Communications at DSA. “IMN’s platform allows us to provide industry news, analysis and important information professionally, consistently, and with deliverability our members can count on.”

“In an effort to provide members with timely and thorough coverage of relevant issues, the DSA partnered with IMN for its comprehensive capabilities of exceptional service, performance and outstanding commitment to the industry,” said Sebastian J. Leonardi, Vice President, Direct Selling and Multichannel Markets for IMN. “Currently, many innovative direct selling companies use IMN’s ecommunication solutions such as Party Pulse™ and Net Connect™ to accelerate network growth and drive measurable impact on increased sales, recruitment, retention and lifetime customer value.”

In addition, IMN’s robust tracking and analytics provide the DSA with unprecedented visibility into member preferences and enewsletter performance. Utilizing valuable insight from readership interaction, DSA is now able to tune content to better serve the growing needs of members by analyzing their clients’ preferences.

### **About IMN**

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven ecommunications services. With two flagship offerings for the direct

selling industry, Party Pulse™ and Net Connect™, IMN helps direct selling companies support their consultants and distributors with multimedia-capable email and newsletters designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales and recruits for consultants and distributors. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative emarketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Southern Living At HOME, Gold Canyon, Private Quarters and Scentsy. It also serves major corporations such as Shell Oil, Wachovia, Sage and ING. Additional information can be found at <http://imnpartypulse.com>, <http://imnnetconnect.com> or by calling 1-866-964-6397.

### **About DSA**

DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 265 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2008, U.S. direct sales were more than \$29.6 billion with more than 15.1 million direct sellers nationwide. The vast majority are independent business people – micro-entrepreneurs – whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part-time.

For more information on direct selling, DSA and its Code of Ethics, please visit the DSA website at [www.dsa.org](http://www.dsa.org).

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