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RepublicBankAz Implements IMN's Banking On™

Community bank expands customer marketing with fully-hosted e-communication solution

WALTHAM, Mass. – Oct. 14, 2009 – [IMN](#), a content-driven e-communication company, announced that Phoenix, Ariz.-based RepublicBankAz released its first monthly customer e-newsletter using Banking On, IMN's financial services industry solution.

Banking On, which was launched at the 2009 ABA Marketing Conference, enables RepublicBankAz to deploy e-newsletter programs containing rich, relevant content designed to engage and educate customers on financial services and generate leads for cross-selling opportunities.

“Banking On allows us to regularly connect with customers online without having to allocate time and internal resources to create the material,” said Jonathan Reece, vice president for RepublicBankAz. “It enables RepublicBankAz to consistently provide retail and commercial customers with educational content they can use to make the right financial decisions. Its analytical features also identify which customers are best suited for our products based on the content they view. This enhances our cross-selling and creates revenue generating opportunities that are important for our growth as an institution.”

According to Reece, RepublicBankAz also plans to leverage additional Banking On capabilities that will enable the bank to communicate with customers through mobile devices and social media, channels that are increasingly utilized by younger market segments to gather information on business and personal finance.

“RepublicBankAz's forward-thinking approach to customer communication is imperative in today's competitive banking environment,” said David Fish, CEO of IMN. “Banking On enables RepublicBankAz to effectively compete with larger banks by providing them with all of the elements necessary to publish an engaging customer communication. Now, they have an important market

advantage because they can affordably and efficiently deliver the kind of high impact communication normally associated only with larger financial institutions.”

IMN is an experienced provider of business-to-consumer and business-to-business e-communication solutions with more than 3,000 clients.

About IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven ecommunications services. 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 markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to ecommunications has been embraced by financial services firms such as MetLife, Wachovia, Eaton Vance New York Life, National Life Group and MassMutual Federal Credit Union. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.

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