



**FOR IMMEDIATE RELEASE**

Media Contact: Liz Bearce  
IMN  
(781) 890-4700 ext. 260

## **Michelle Larter Promoted to Worldwide Director, Direct Selling at IMN**

*Larter has been integral to IMN's success in the direct selling industry, cultivating strong relationships with over 60 direct selling organizations*

Waltham, Mass. — September 1, 2010 — IMN, specializing in e-communications for the direct selling industry, today announced the appointment of Michelle Larter as Worldwide Director, Direct Selling. Larter has served as Market Manager, Direct Selling with IMN for more than four years where she has overseen a 40 fold increase in direct selling client growth, as well as the development of IMN's product offerings for the industry. In her new position, she will continue to focus on increasing IMN's direct selling customer base and worldwide expansion.

“Michelle has consistently worked with our direct selling clients to drive tangible business results,” says Kimo Kong, Vice President Global Sales of IMN. “By working to secure and grow relationships with some of the largest direct selling organizations in the industry, the number of independent consultants using the IMN platform has grown seven fold during her tenure at IMN.”

Michelle Larter is a contributing writer to direct selling and technology publications and a frequent speaker at industry events. Michelle was also recently awarded the DSWA's prestigious Visionary Award coveted among individuals and companies that provide resources, tools, and otherwise support the direct selling profession and regularly go above and beyond the call of duty for direct sellers.

Working with our direct selling clients, Larter has orchestrated several client case studies to showcase their success. A sampling of the results enjoyed by IMN clients include:

- 50%+ increase in sales volume in a 12-month period
- 50%+ increase in number of parties for party plan customers
- Doubling of new consultant recruiting

Larter has also contributed to the development of strategic product features, such as the Warm Call™ Report, mobile access, and social media sharing – all of which are designed to meet changing demands of the market and drive tangible business results.

Prior to joining IMN, Larter was with PartyLite as an Independent Consultant and Leader where she built her business by successfully using the IMN Party Pulse e-communication program. Michelle was consistently recognized among the top five percent of the company's U.S. consultants. Before PartyLite, Michelle served in sales positions in the IT industry at PeopleSoft and Ross Systems, Inc.

#### About IMN

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications 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 e-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 serves customers worldwide and has been embraced by innovative direct selling companies such as Scentsy, Thirty-One, Saladmaster, Medifast Take Shape for Life, and Private Quarters. It also serves major corporations such as Shell Oil, Wachovia, Sage, and ING. Additional information can be found at <http://partypulse.com>, <http://imnnetconnect.com>, or by calling 1-866-964-6397.

###