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Loyalty Driver™ Goes Mobile! IMN Show Your Phone™ Enables Automotive Consumers to Take Advantage of Dealer Specials and Offers Using Their Cell Phone

IMN's new on-demand, mobile marketing service allows consumers to get coupons sent instantly to their cell phone for hassle-free, always-at-hand redemption at the auto dealer.

Waltham, MA -- (February 8, 2008) IMN, provider of Loyalty Driver, the most widely-used e-newsletter service for automotive dealerships, announces Show Your Phone, a unique mobile marketing service that drives dealer business by making it extremely easy for consumers to get and redeem coupons, specials and other offers. Designed as an extension to Loyalty Driver e-newsletters, Show Your Phone lets consumers send any e-newsletter-based coupon directly to their phone as a specially formatted text message. To redeem the coupon, they simply 'show their phone' at the dealership.

IMN developed Show Your Phone to address the significant consumer interest and growing consumer participation in mobile marketing. With 79% of all adults using cell phones, according to the Mobile Marketing Association, one in four consumers now expresses interest in mobile marketing, and in the 25-34 year age group, almost one out of every twelve has had actual experience with mobile marketing. In the 35-44 year age group, mobile marketing participation has approximately doubled in each of the past two years. For auto dealers who want to set themselves apart and capture these trend-setting market segments, now is the time to make the move to mobile.

"IMN is committed to providing the most comprehensive dealer solution for prospect and owner loyalty marketing, and now, Show Your Phone is positioned to become the best way to connect consumers with dealer coupons," said Brian Epro, Director of IMN's Automotive Services Group. "After all, when they drive into the dealer, the one thing we know that almost every consumer will have with them is their cell phone. Why not make it incredibly convenient for them to take advantage of coupons by using their phone?"

The key to driving dealer business with specials and other offers is a combination of attracting attention, take-rate, and redemption. Show Your Phone addresses audience attention by leveraging IMN's graphically-rich Real Coupons™ capability, a

compendium of realistic-looking coupons designed by direct response experts specifically for the automotive market. The dealer can easily turn on mobile services for any of these e-newsletter coupons. To drive take-rate, Show Your Phone makes it simple for consumers to get the coupon sent to their phone – they simply type in their phone number at the bottom of the coupon – and when it comes to redemption, what could be easier than 'showing your phone' at the dealer?

For a demonstration of Show Your Phone, and to get a sample mobile coupon sent to your phone, visit IMN at Booth #2833W at the NADA Convention and Expo February 9-12 in San Francisco.

About IMN:

IMN specializes in providing e-communications services that enable companies to communicate to their customers using content-driven e-newsletters, HTML email, micro-sites, and blogs, which are designed to drive measurable brand impact and product visibility, leads and sales. In 2005 IMN launched the Auto Services Group with its flagship product, IMN Loyalty Driver™, a fully managed e-newsletter that allows auto dealerships to communicate with their customers via multi-media capable email and e-newsletters for increased customer loyalty and new business in vehicles, services and parts. With a unique content-driven approach that grabs reader attention while promoting a dealership's brand and generating product visibility and leads, Loyalty Driver is used by over 700 auto dealers nationwide. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at www.imnloyaltydriver.com or by calling 1-866-964-NEWS.

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