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Media Contact: Alex Shorter
For IMN
678-781-7207

IMN Announces Banking On™ at 2009 ABA Marketing Conference

E-communications company produces content-rich, educational online marketing solution

SAN ANTONIO, TEXAS – September 14, 2009 – [IMN](#), a content-driven e-communications company, announced its latest solution for the financial services industry – Banking On – at the 2009 ABA Marketing Conference in San Antonio, Texas.

This fully hosted e-communication solution enables financial institutions to deploy newsletter programs containing rich, relevant content designed to engage and educate customers and generate leads for cross-selling opportunities. Enewsletters are customized according to individual banks' branding and messaging and include financial and lifestyle content tailored to each banks' products and services. The IMN Banking On solution also delivers superior response rates over "email blasting" or one-time mailings.

"It is no secret that the large banks employ email marketing campaigns to communicate with customers and drive sales of additional products and services," said David Fish, CEO of IMN. "However, many community and regional banks do not have the resources to produce monthly professional content that truly engages and educates customers. Banking On provides smaller institutions with the means to affordably and efficiently deliver the kind of high impact communication normally associated with larger financial institutions."

Banking On also offers four ways for institutions to engage customers that are unlikely to visit branches, as well as youth demographic, of which 64 percent spend more than 10 hours a week on the internet. Enewsletters replace traditional paper newsletters, thus distributing the bank's content through the audience's preferred channel of communication. Customers and prospects can also access

the bank's newsletter anytime from their mobile devices. In addition, Banking On includes a social networking feature allowing newsletter recipients to share the bank's content with their social networks. Finally, Banking On supports a "green," paperless initiative.

IMN is an experienced provider of business-to-consumer and business-to-business ecommunication 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 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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