

# Fact Sheet



<b>Company Name</b>	IMN (IMakeNews, Inc.)
<b>Founded</b>	1999
<b>Description</b>	IMN is a provider of e-communications solutions for small and medium businesses (SMBs).
<b>Primary Service</b>	A Software as a Service (SaaS) provider, IMN specializes in content-driven e-communications services, enabling companies to communicate to their customers with multi-media capable email and newsletters, which are designed to drive measurable brand impact and product visibility, leads and sales. IMN serves customers worldwide and is headquartered in Waltham, Massachusetts.
<b>Competitive Differentiators</b>	<p>Focus on industry-by-industry solutions – such as IMN Loyalty Driver™ for auto dealerships, IMN Total Channel Communications™ for technology vendors that sell through channels, IMN Unlocked™ for technology resellers and vendor partners, IMN Party Pulse™ and IMN Net Connect™ designed specifically for direct selling and network marketing organizations, IMN Banking On™ for regional and community banks, IMN CU On™ for Credit Unions and eZee Connect™ for Franchise systems.</p> <p>Unique platform architecture supports customization and inclusion of multiple media types (i.e. PDF, Flash, Video, RSS, Podcasting) to address the specific business needs of a wide range of markets.</p> <p>Deep and sophisticated data analysis capabilities give marketers and publishers ongoing intelligence into readership behavior, enabling them to take meaningful action.</p> <p>Pioneers of Informative Marketing™ – a strategy for improving the return on marketing investments by refining content in response to readers' behavior and preferences. IMN's distinctive content-driven approach allows marketers to grab their readers' attention while reinforcing their messaging and branding.</p>

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## Management Team

- David A. Fish, Chief Executive Officer
- Jeffrey Mesnik, Founder
- Peter Mesnik, Founder
- Tim O'Leary, Chief Technology Officer
- Chris Ellis, VP of Finance and Administration
- Rodney Green, VP of Corporate Operations
- Kimo Kong, Worldwide VP of Sales & Channels
- Sebastian Leonardi, VP of Direct Selling and Multi-Channel
- Eric Shealy, VP Corporate & Business Development
- Philip Werner, VP of Products

## Board of Directors

- David A. Fish, Director, CEO, IMN
- Jeffrey Mesnik, Director, Founder , IMN
- Mike Pehl, Director, Managing General Partner, Northbridge Growth Equity
- John Murgo, Director
- Jean Philippe Maheu, Director, Chief Digital Officer, Ogilvy North America

## Corporate Headquarters

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## Media Contacts

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