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

IMN Announces Credit Union On™

E-communications company launches content-rich, educational online marketing solution for credit unions

WALTHAM, MASS. – November 18, 2009 – [IMN](#), a content-driven e-communications company, announced its first solution designed exclusively for credit unions – Credit Union On.

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

"Credit unions often find it difficult to devote the resources needed to produce a monthly e-newsletter," said David Fish, CEO of IMN. "Credit Union On enables credit unions to effectively attract and retain new members by consistently providing them with professionally written financial content that truly engages and educates. This solution allows credit unions to assert themselves as members' primary financial institution while creating valuable cross-selling opportunities. Credit Union On provides these capabilities without requiring credit unions to utilize internal resources."

Credit Union On offers several ways for institutions to engage those that are unlikely to visit branches, as well as members of the youth demographic, 64 percent of which spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters, thus distributing the credit union's content through a preferred channel of communication and supporting green initiatives. Members and prospects can also access the credit union's e-newsletter anytime from their mobile devices.

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 e-communications 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 e-communications 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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