



FOR IMMEDIATE RELEASE

Contact: Liz Bearce
781-890-4700 ext. 260, lbearce@imninc.com

It Works! Marketing Selects IMN E-Communications Platform

Multi-media e-newsletters and robust analytics supporting It Works growth

WALTHAM, Mass. and GRAND RAPIDS, Mich., June 28, 2010 – IMN, a content-driven e-communications company, today announced an agreement with It Works! Marketing, an international marketer of beauty and wellness products, to distribute custom monthly e-newsletters on behalf of 12,000 It Works independent distributors.

It Works selected IMN's Net Connect™ solution to accelerate distributor recruitment, retention, and sales. It Works monthly e-newsletters are enjoyed by more than 125,000 subscribers, with total subscribers increasing each month.

“As a business, It Works! Marketing is growing by leaps and bounds,” said Mark Pentecost, Founder and CEO of It Works and a long-time veteran of the direct selling industry. “We need an e-communications solution that is efficient and effective in communicating to and through our independent distributors, that incorporates direct selling best practices, and generates response to our sales and recruitment calls to action. That’s exactly what we get with IMN’s [Net Connect](#) solution.”

IMN's Net Connect platform was selected for its comprehensive suite of capabilities, measurable results, and exceptional client service. Numerous leading direct selling companies already use IMN e-communications solutions [Party Pulse](#)™ and [Net Connect](#) to increase sales, recruitment, retention, and lifetime customer value.

“It Works! Marketing is a forward-thinking network marketing company. IMN is pleased to be entrusted with a critical component of It Works! Marketing’s growth strategy” said Sebastian J. Leonardi, Vice President, Direct Selling and Multichannel Markets for IMN. “We look forward to being a part of It Work’s continued success.

It Works implementation leverages Net Connect’s Social Video Sharing and enhanced Tell-a-Friend functionality to drive viral content sharing and accelerated customer lead generation. The Net Connect platform also facilitates relationship building between It Works independent distributors, customers, friends, and online prospective buyers.

“We were looking at ways to use a robust communications program that included video and social media elements to support the efforts of our independent distributors,” said Pentecost. “With Net Connect and its enhanced features, we are able to get our messages out there and enable our independent distributors to communicate consistently and professionally.”

Net Connect offers sophisticated tracking and readership analytics, supported by automated Warm Call™ reports to It Works distributors detailing customer interest and contact information.

Finally, It Works launched ‘Net Connect for New Recruits,’ a solution aligned with It Works’ ‘Quick Start’ program. ‘Net Connect for New Recruits’ is designed to promote an accelerated rewards path for new distributors. IMN clients utilize this program to increase sales performance and retention for new consultants and distributors.

About It Works!

From its inception in 2001, It Works! Marketing has dedicated itself to the mission of providing professional quality beauty and wellness products that reflect high standards and affordable prices. Today, It Works proudly offers the highest quality nutritional supplements, exclusive anti-aging solutions, and its internationally famed Ultimate Applicator Cosmetic System. It Works’ responsibility to the consumer is its top priority, reflected in its life-changing products, its product development process, and its business practices.

The company’s second mission is to change people’s lives financially, stemming from company founder and CEO Mark Pentecost’s enthusiasm for entrepreneurship. Mark and the It Works team collaborated with business experts from across the United States, Canada, Australia and the U.K. to create a rewarding multi-level marketing plan that would give real people the ability to gain financial freedom through an It Works business of their own. The It Works opportunity has empowered thousands of people from all walks of life to embrace the spirit of entrepreneurship and begin to experience success on their own terms.

For more information about It Works! Marketing, please visit <http://itworks.net>.

About IMN

Founded in 1999, [IMN](http://imn.net) 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 NetConnect™, 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 also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Scentsy, Thirty-One, Saladmaster, Medifast, and Private Quarters. It also serves major corporations such as Shell Oil, Wachovia, Sage, and ING. Additional information can be found at <http://imnpartypulse.com>, <http://imnnetconnect.com>, or by calling 1-866-964-6397.