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IMN Adds Banking Services Vice President, Poises for Additional Growth in Banking & Credit Union Industries

E-communications provider cites increased demand for Banking On™ and Credit Union On™ marketing solutions

WALTHAM, Mass. – June 8, 2010 – [IMN](#), a content-driven e-communications company, announced that it named Craig Capp as Banking Services vice president. He is responsible for leading business and partnership development efforts for IMN’s fully-hosted e-communication solutions—[Banking On](#) and [Credit Union On](#).

Capp has more than 20 years of experience in analyzing market and profitability data for banks and credit unions, implementing cross channel marketing and branch distribution strategies, and conducting research to better understand relationships between financial institutions and their market segments.

“Craig’s expertise when it comes to analytical research and helping financial institutions to capitalize on their relationships with customers makes him a valuable asset to IMN and its users,” said Kimo Kong, vice president of sales & marketing, IMN. “His proven sales and business development talent will help IMN meet the increasing nationwide demand from banks and credit unions for the loyalty and revenue generating capabilities provided by Banking On and Credit Union On.”

Before joining IMN, Capp was vice president of Strategic Solutions for Lombard, Ill.-based Raddon Financial Group. At Raddon, he led national sales and business development efforts, playing an integral role in the company’s record sales results.

Prior to Raddon Financial Group, Capp held a number of executive roles at various organizations including MapInfo Corporation and Harland Financial Solutions. During his tenure with these organizations, Capp led sales teams, developed and presented CRM and MCIF solutions, and used analytics and research with financial institutions of all sizes to develop and implement effective growth strategies.

Capp began his career in 1987 with Dominion Federal Savings and Loan, where he developed analytical systems for retail and small business banking profitability, marketing, and sales.

Banking On and Credit Union On enable financial institutions to deploy e-newsletter programs containing rich, relevant content designed to engage and educate customers and members, and generate leads for cross-selling opportunities. Both offer several ways for financial institutions to engage customers and

members who are less likely to visit branches, as well as younger market segments, 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters, thus distributing the financial institutions' content more frequently and through preferred channels of communication while supporting green initiatives.

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 companies such as MetLife, Volvo Cars Northeast, Medifast, Gold Canyon, and Sage. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.

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