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IMN Announces New Credit Union On™ Customers

Credit unions boost member outreach with fully hosted e-communication solution

WALTHAM, MASS. – February 17, 2010 – [IMN](#), a content-driven e-communications company, announced that Romeoville, Ill.-based Argonne Credit Union, and Eugene, Ore.-based Northwest Community Credit Union are using Credit Union On–IMN’s solution designed exclusively for credit unions.

Credit Union On was debuted in Q4 2009, making both institutions the first to implement the fully hosted e-communication solution that enables them 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 institutions’ branding and messaging and include financial and lifestyle content tailored to their products and services, delivering superior response rates over "email blasting" or one-time mailings.

“After distributing our first e-newsletter to members in November 2009, we immediately noticed a large increase in traffic on our Web site,” said Matthew Purvis, vice president of marketing for Northwest Community Credit Union. “Northwest Community Credit Union’s main goal is to be a member-focused, value-driven partnership. Credit Union On provides us with an efficient, cost-effective way to regularly keep our members informed on local and charitable events in the community while providing information that will help them achieve their financial goals.”

Credit Union On offers several ways for institutions to engage those who are unlikely to visit branches, as well as members of the youth demographic, 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters, thus distributing the credit union's content through preferred channels of communication while supporting green

initiatives. Members and prospects can also access e-newsletters any time from their mobile devices and share content with their social networks.

“Providing regular member communication and financial guidance is important to these credit unions as evident in their investment in Credit Union On,” said David Fish, CEO of IMN. “Credit Union On will help these institutions exceed their members’ changing demands, especially as personal financial education plays an increasingly significant role in attracting and retaining members and cross-selling additional products and services.”

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.