



**FOR IMMEDIATE RELEASE**

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***First General Credit Union Deploys IMN's Member Adviser  
e-Communications to Increase Frequency of Contact***

*-- Credit union e-newsletter also reduces print, mail costs --*

**WALTHAM, Mass.**, July 19, 2011 – [IMN](#), a content-driven [e-communications](#) provider, today announced that First General Credit Union, Muskegon, Mich., has successfully deployed its [Member Adviser](#) e-newsletter program. Member Adviser enables First General Credit Union to communicate with its 7,000+ members more frequently versus their printed quarterly newsletter.

"We have seen a big increase in the number of members providing us with their email addresses. Email is used by the majority of people now and reaches a large percentage of our member base – both young and old," said Brenda Skujins, marketing coordinator at First General Credit Union. "Before, we were trying to include too much content into a little space on a quarterly basis. Member Adviser lets us reach members more often while providing more interesting and timely information."

Member Adviser [e-newsletters](#) provide a more environmentally-friendly solution for member communications and reduce costs at First General, by decreasing the number of print newsletter recipients. The credit union distributes Member Adviser on a monthly basis to members with e-mail addresses on file. About 40 percent of First General's members now receive Member Adviser. Members receiving the e-newsletter no longer receive a printed quarterly newsletter, reducing printing and mail costs for the credit union.

First General marketing personnel select articles from IMN's content library, shrinking the time and effort to produce their communications. First General chooses seven to eight articles from IMN's content library and provides two to three of their own articles for each issue of Member Adviser.

"Email has fundamentally changed the way people communicate," said Ken Genest, IMN's director of sales, consumer retail and financial services. "Member Adviser provides credit unions like First General with a method to communicate more often with their members, and with more engaging content, while helping to reduce costs."

## **About IMN**

**IMN** is a content driven e-communications provider. 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 community banks and credit unions such as NewportFed and Northwest Community Credit Union. Additional information can be found at [digital.bankadviser.com](http://digital.bankadviser.com) or [digital.memberadviser.com](http://digital.memberadviser.com) or by calling 1-877-581-0603.