



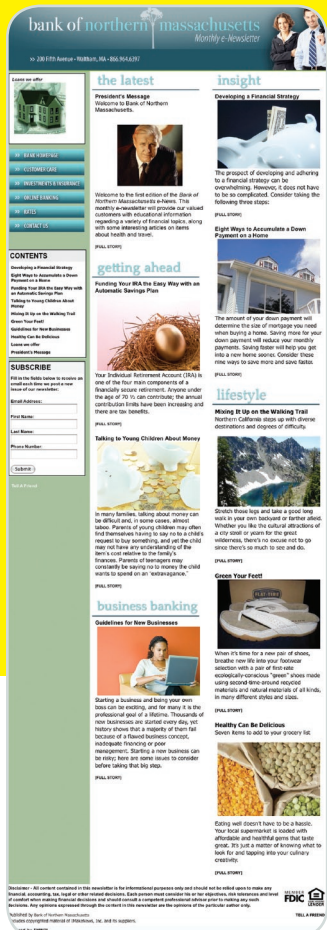
IMN Executive Summary: Regional and Community Banks Benefit From Our Custom Enewsletter

The turnkey approach to retain, engage and educate customers

The Bottom Line – IMN Helps You To:

- Improve relationships with your customers
- Promote customer interaction
- Increase traffic and customer interaction with your web site
- Reduce costs while increasing frequency of communication

All with minimal involvement from you



Strengthen Relationships and Drive Customer Loyalty

Regular recurring communication and interaction is critical to maintaining life-long customers. IMN provides the only fully-managed newsletter service designed specifically to help retail banks retain and engage their customers. IMN's solutions give you an efficient and easy way to stay in touch with your community, build valuable relationships, and uncover new opportunities.

Comprehensive, Content-driven Ecommunications

Every month IMN will provide you with a 'ready to go' newsletter packed with professionally written content tailored to the particular interest of your banking customers. Customized for your bank, each issue is published under your brand and contains:

- Articles consisting of topical features on money, saving, finances, investments and loans
- Supplementary lifestyle content such as health, entertainment, and travel topics to add variety and human interest appeal
- Mechanisms to drive traffic back to your web site

In addition, you always have the option to add personal content written or sourced by you. You can include news, articles, or announcements specific to your bank, or you may want to feature a special product offering.

Distribution Made Easy

IMN takes care of sending your custom-branded newsletter to your customers every month. We manage your list by adding new subscribers, managing opt-outs and filtering out email addresses that are no longer valid.

Identify In Market Customers

Measure the impact of each monthly communication with your audience through out real-time reporting. With each issue, your receive feedback into which of your products your customers are most interested in. IMN's ecommunication solutions provide high ROI at a low cost.