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IMN Announces 54 Percent Revenue Growth for its Total Channel Communications™ Service

The Revenue Growth Comes from a Combination of Adoption of the Service by Significant New Technology Vendors as Well as Extensive Use of the Service by Their Value-Added Resellers

WALTHAM, Mass.- October 30, 2007 - IMN, an applications service provider delivering [e-communications solutions](#) to technology companies worldwide, today announced a 54 percent growth in revenue associated with its Total Channel Communication (TCC) service for that market over the past year. This growth is the result of an increase in the number of technology vendors using the service and the adoption of the service by their value-added resellers (VARs). TCC, a patent-pending multi-tier e-communications platform, is used by technology vendors to communicate with their VARs, who in turn use the platform to communicate with their end customers and prospects.

TCC enables vendors to offer high-quality, co-branded e-newsletters to their resellers, who then can add localized content and use IMN's powerful analytics to track reader responses and uncover high value leads. TCC allows consistent messaging to flow from the vendor through the VAR and out to the end customer. The wide variety of information available from the vendors is well organized by category and tagged as to its meaning so that each VAR can pull in just that content appropriate for their end customers. The consistent messaging and targeted content of the e-newsletters drive meeting appointments for VARs, growing their sales pipeline and increasing closed sales.

SAP (NYSE:SAP), a leading provider of business software and one of the latest additions to IMN's rapidly growing network of technology customers, is actively promoting the Total Channel Communications service to its VARs. Many VARs are now using the service, including NetSirk Technologies, Inc., a business management software provider. NetSirk reports that since using the IMN e-newsletter service to communicate with customers, they have increased their sales by over \$100,000, with an additional \$500,000 in their sales pipeline.

Before using TCC, NetSirk was marketing SAP products through mailers, email blasts and phone calls and had little visibility into which channels were working. Since implementing TCC ten months ago, NetSirk is able to see which e-newsletter articles are viewed and read most often, allowing them to hone marketing messages to relate to the most popular content and best of all, increase sales and grow their pipeline.

"With IMN's Total Channel Communications we can easily manage our data, immediately see who our warm leads are and provide SAP-supplied content to our subscribers without additional labor on our end," said Quincy Faison, President, NetSirk Technologies. "IMN has given us market intelligence."

"The beauty of the Total Channel Communications tool for companies like NetSirk is that it actually creates new business opportunities in the same way as a big company with a large marketing budget," says Jeff Mesnik, Founder and VP of Business Development at IMN. "Total Channel Communications drives sales for both the value-added reseller and the technology vendor, increasing profits across the board."

IMN is an innovative applications service provider that delivers business boosting e-communications solutions, including e-newsletters, email, mini websites and weblogs, followed-up by robust tracking and analytics for complete online communications solutions. IMN services are sold worldwide directly and through re-seller organizations. Founded in 1999 and funded by Brook Venture Funds, IMN services over 2,800 accounts globally including Shell Oil, Wachovia, CitiStreet, SAP, Southern Living At HOME and ING. Additional information can be found at www.imninc.com or by calling 1-866-964-NEWS.