

Fact Sheet



Company Name	IMN (iMakeNews, Inc.)
Founded	1999
Description	IMN is a provider of e-communications solutions for small and medium businesses (SMBs).
Primary Service	A Software as a Service (SaaS) provider, IMN specializes in content-driven e-communications services, enabling companies to communicate to their customers with multi-media capable email and e-newsletters, which are designed to drive measurable brand impact and product visibility, leads and sales. IMN also provides reporting and analytics. IMN serves customers worldwide and is headquartered in Waltham, MA.
Competitive Differentiators	<p>Focus on industry-by-industry solutions – such as IMN Loyalty Driver™ lifestyle e-newsletters for auto dealerships, IMN Total Channel Communications™ for technology vendors that sell through channels, and IMN Party Pulse™ and IMN Net Connect™ designed specifically for direct selling and network marketing organizations.</p> <p>Unique platform architecture supports customization and inclusion of multiple media types (i.e. PDF, Flash, Video, RSS, Podcasting) to address the specific business needs of a wide range of markets.</p> <p>Deep and sophisticated data analysis capabilities give marketers and publishers ongoing intelligence into readership behavior, enabling them to take meaningful action.</p> <p>Pioneers of Informative Marketing™ – a strategy for improving the return on marketing investments by refining content in response to readers' behavior and preferences. IMN's distinctive content-driven approach allows marketers to grab their readers' attention while reinforcing their messaging and branding.</p>

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Management Team

- David A. Fish, CEO
- Peter Mesnik, Founder & CTO
- Jeffrey Mesnik, Founder & VP of Business Development
- Rodney Green, VP of Corporate Development & Operations
- Kimo Kong, VP of Sales & Services
- Philip Werner, VP of Products
- Jo Ellen Collins, VP of Marketing
- Chris Ellis, VP of Finance and Administration
- David Crispi, Director of ISP Relations
- Lori Fisher, Director of Operations
- Kathy Caruso, Director of Client Services
- Brian Epro, Director of Automotive Services Group
- Krista Redmond, Director, ASG Services
- Ken Genest, Market Manager, Enterprise/Network e-Communications
- Michelle Mathews Larter, Market Manager, Direct Selling Industry

Profitable

Yes

Clients

Over 3,000 active accounts globally, representing a wide variety of industry sectors: financial services, life sciences, information technology, professional services, consumer packaged goods, auto dealerships, non-profits, manufacturing, travel, education, retail/e-commerce, advertising and marketing. Representative clients include: Shell Oil, Wachovia, CitiStreet, ING, Symmetricom, Southern Living At HOME and PartyLite.

Corporate Headquarters

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Media Contacts

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