



For Immediate Release

**IMN (iMakenews, Inc.) Names Digital Marketing Master Anders Ekman to Board of Directors**

**Waltham, MA, May 14, 2007** – IMN (iMakenews, Inc.), an e-communications company offering a range of services including e-newsletters, email marketing, podcasting, RSS and blogs, announces the appointment of Anders Ekman to its Board of Directors. Ekman has nearly 20 years of consumer and business marketing experience, bringing groundbreaking digital solutions to market for companies such as Intel, MasterCard and General Motors (GM).

Ekman's impressive resume includes heavy business-to-consumer (B2C) marketing experience as Chief Growth Officer of MRM Worldwide, one of the largest digital marketing firms in the world. In this role Ekman has been instrumental in developing digital marketing campaigns for visionary companies such as MasterCard and Intel. Before joining MRM, Ekman held the position of Senior Vice President at Digitas Boston, working closely with General Motors.

While working on the second phase of the MasterCard "priceless" campaign, Ekman was instrumental in bringing priceless.com, a consumer-generated campaign, to market. Ekman's work helped extend the MasterCard brand and create a meaningful experience for consumers by enabling them to have a two-way conversation with the company. The consumer-based interactions, in turn, drove additional business and helped customers connect with MasterCard in a way they were not able to before.

Ekman was also instrumental in driving marketing productivity at GM by creating a consolidated marketing infrastructure, including a single customer database. For the first time, marketers were able to view meaningful information about the customer's interactions with all of GM's ventures. Through the analytical information obtained, GM was able to more fully target communication with customers and saw increased vehicle sales and portfolio revenues.

In addition to success in the B2C market, he also has significant experience with business-to-business (B2B) communications. He has

worked with Intel to provide new approaches to channel and digital marketing, enabling better relationships between Intel and their customers.

MRM was named B2B "Agency Of The Year" for 2004 and 2006.

When considering IMN's products, Ekman says, "IMN's tools afford opportunities for repeatable, accountable and truly loyal communications with customers, whether B2C or B2B. This has been achieved by very few."

"With Anders, we're bringing a broader 'digital agency' perspective to IMN, well beyond email marketing, that fits closely with our increasing emphasis on developing deeper marketing solutions in each of our vertical markets," said David Fish, CEO of IMN, "Anders' deep B2C and B2B knowledge, as well as his experience using content to build strong brands, will serve us well as we move forward with our interactive strategy. We are delighted to have him join our team."

"I felt an immediate connection with IMN from the start: the model is right, the team is terrific and I am thrilled to be a part of it," says Ekman.

### **About IMN**

IMN (iMakeNews, Inc.) of Waltham, MA is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-newsletters, email, mini-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. IMN has pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments. Founded in 1999 and funded by Brook Venture Funds, IMN services over 2,000 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. IMN is located at 200 Fifth Avenue, Waltham, MA 02451. Additional information is available at [www.imninc.com](http://www.imninc.com)