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IMN Unveils eZee Connect

*The e-communication solution with the right content, control,
and capabilities for franchise systems*

Waltham, Massachusetts (September 23, 2009) – IMN, a content-driven e-communications company, today announced the release of its innovative solution for the franchise industry – *eZee Connect*.

This new e-communication solution provides franchise systems with cost-effective newsletter programs containing rich, relevant content designed for implementation on behalf of local franchisees. The included content retains and engages customers, while driving ongoing sales opportunities. IMN *eZee Connect* is customized for each franchise company, incorporating established branding and messaging, while providing lifestyle content tailored to the franchise's products and services

“We are changing the way franchise business owners communicate with their customers via email,” said David Fish, CEO of IMN. “*eZee Connect* addresses the pain points franchise systems feel at all levels when it comes to maximizing marketing dollars. This is high-impact communication that delivers the right content coupled with the right control and capabilities.”

Each *eZee Connect* newsletter delivers content proven to foster long-lasting customer relationships. IMN’s e-communication solution generates greater response rates compared to email blasts, striking the right balance between a soft-sell and hard call to action, which avoids turning off consumers. The magazine-style, professionally-written content cuts through consumer email clutter, resulting in greater readership and increased website traffic. By combining timely promotions, coupons, and lively video presentations, the content-driven format leads to customer loyalty and life-long customers.

eZee Connect also enables franchisors, multi-unit operators, and marketing co-ops to control the messaging and branding, while providing individual franchisees the ability to tailor each newsletter with information on special discount offers, store hours, photos, and directions. Each email newsletter can contain multiple messages and multiple calls to action, thus casting a wide net for potential sales.

Additionally, the new e-communication solution provides ready-to-go messages for individual franchisee markets, includes tracking reports and analysis, fosters online

traffic to company websites, and is simple enough to use that it can be sent to market in a matter of minutes. The quick turnaround time and reporting capabilities make it easy for franchisees to follow up with customers so they are more likely to remain loyal to the brand. To further accommodate consumer preferences, IMN's newsletters are capable of reaching customers through their preferred communication channel, including email, web, or mobile phone.

IMN has built its reputation driving results in both sales and service across a variety of vertical markets, including automotive and direct selling. For example, using IMN, Bill Marsh Automotive Group, an auto dealer, sold 784 cars during a 12-month period, and Penske Chevrolet was able to drive 359 service coupon redemptions in one month. Gold Canyon, a direct selling company, yielded 150 to 200 percent greater average sales volume using IMN's newsletter.

Celebrating its tenth anniversary this year, IMN has grown to service 3,000 accounts around the globe, providing business-to-consumer and business-to-business e-communication solutions.

About IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and 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, direct selling, and technology. IMN's services are sold worldwide directly and through reseller organizations. Founded in 1999 and headquartered in Waltham, Massachusetts, IMN services more than 3,000 accounts globally. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.