



## **IMN Launches IMN Party Pulse(TM) for Direct Selling and Multilevel Marketing Organizations**

### ***Innovative Suite of Email, E-Newsletter and Reporting Solutions Makes Sales Consultants More Successful***

WALTHAM, Mass.--(BUSINESS WIRE)--Jan. 17, 2006--IMN, a leading provider of e-communications services, today launched IMN Party Pulse(TM) for direct selling and multilevel marketing organizations that sell their products through parties and in-home events. IMN Party Pulse is a suite of email, e-newsletter and reporting solutions that help these organizations make their sales consultants more productive and successful. PartyLite(R), the largest direct selling company for candles and related accessories in North America, and a major brand of Blyth, Inc. (NYSE:BTH) has already used the service successfully.

"Thanks to IMN's service, we now have a highly personalized relationship with every customer, which has led to greater brand awareness and loyalty," said Peggi Peaslee, manager, extranet services, PartyLite.

"IMN Party Pulse is a breakthrough sales tool for direct selling organizations and their sales consultants," said David A. Fish, CEO of IMN. "The solution goes beyond e-communications for keeping brands top of mind. The unique IMN Party Pulse reports give sales consultants a key tool for making sales calls more natural. For example, if a consultant knows that an email recipient has an interest in hosting a party, it's likely that she'll welcome a call to discuss a party event."

IMN Party Pulse includes:

Monthly customer emails--These emails help direct selling organizations keep their brands "top of mind," while enabling sales consultants to preserve and deepen their local customer relationships and uncover new sales leads. The emails, which are written, designed, and distributed by direct selling organizations, appear to come from individual sales consultants, and can even include their photos. These personalized emails feature information on new products and product uses, invitations to attend and host parties, and special promotions. PartyLite, for example, provides its North American consultants with emails on new products, entertainment and decorating tips, special promotions, and more. PartyLite's emails also feature photos and graphics and include up to eight articles.

Regular reports for consultants--After each email, sales consultants receive the back-end analytics in the form of easy-to-use reports on customer activity within their territory. The reports show which customers open their emails, what product information most interests them, what links they click, and how to contact them by email or phone. These reports make it easy for consultants to spring into action--and make follow-up calls or send emails based on customers' interests. For instance, if a



customer has clicked on an article about the benefits of hosting a party, a consultant can follow up by phone to set a date. The added insight from the reports helps consultants boost party attendance, choose the right products for their next parties, cross-sell, and upsell.

Reports for national administrators--Direct selling organizations' administrators can log into a secure website at any time to review the consultant reports, and see aggregate customer analytics on all sales territories. The reports help administrators monitor delivery and readership statistics, quickly identify territory-related opportunities, and determine trends in product popularity so they can hone future email content.

Monthly e-newsletter for consultants--Each month, direct selling organizations also send an e-newsletter to their consultants to stay in touch, and keep them educated and motivated. The editorial framework is flexible. Content can include, for example, company news, new product announcements, best selling techniques, and recognition of outstanding consultants.

For more information, please see the Party Pulse section of IMN's Website at [www.imninc.com](http://www.imninc.com) or call 1-866-964-NEWS (6397).

#### 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(TM), 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 1,300 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.

Journalists who would like to talk with IMN executives should contact Dawn Ringel, Warner Communications, at 781-449-8456 or [dawn@warnerpr.com](mailto:dawn@warnerpr.com).

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