



Do-Re-Me & You! Rolls Out IMN Party Pulse™ Service to Increase Repeat Business, Improve Customer Communications, and Rev Up Sales

Do-Re-Me & You! Announces New E-newsletters to Help its 1,000 Consultants Boost their Incomes from “Show & Tell” Home Parties

Waltham, MA, and Greensboro, NC, July xxxx, 2006—IMN, a leading e-communications company, today announced that Do-Re-Me & You! is rolling out the IMN Party Pulse™ service to its 1,000 consultants nationwide. IMN Party Pulse is an e-communications solution comprised of e-mail, e-newsletter and reporting tools for direct selling and network marketing organizations that promote their products through parties, in-home events, and person-to-person sales.

Do-Re-Me & You! consultants sell children’s storybooks, music CDs, and related musical learning products through Show & Tell parties in the home. During the Do-Re-Me & You! National Convention July 27-29, the company launched the IMN service for its full consultant network. Each consultant will be able to use monthly e-newsletters to stay in touch with her customers, improve Show & Tell bookings and revenues, and expand her overall network.

“The e-newsletter increased my success right away,” said Beth Burger of Palatine, IL, who has just begun using IMN Party Pulse. “The same day my first e-newsletter went out, I received an e-mail from a past Hostess who is going to book a show! What an awesome tool!”

Do-Re-Me & You! will write, design and send out the e-newsletters on their consultants’ behalf. The e-newsletters will be personalized with each consultant’s contact information and photograph and go only to the customers in her network. After each mailing, consultants will also receive IMN’s exclusive Warm Call™ reports showing which articles every recipient viewed. The reports will give consultants instant information on which customers to call, how to reach them and a context for their call—whether it be hosting a Show & Tell, highlighting career possibilities, or providing additional information on the latest guest specials.

“We’ve been looking for new ways to communicate directly with our customers while preserving each consultant’s individual relationships with them. IMN Party Pulse provided the most effective option for us. With Party Pulse, we retain complete control over the content, messages and images we put forward to our customers, and consultants retain control of their customer lists,” said Michael Dougherty, President and CEO of Do-Re-Me & You!.

The Do-Re-Me & You! e-newsletters are fun and engaging to keep customers reading month after month. Articles showcase customer specials, hostess specials, and award-winning products. The e-newsletters also include brief customer surveys, and customers have the chance to compare their answers to the majority.

In addition, Do-Re-Me & You! is using IMN Party Pulse to send monthly e-newsletters to consultants—but with a “twist.” These e-newsletters also include podcasts to let consultants sample new music, listen to announcements about incentive trips, and gain more tips on the best ways to transmit their enthusiasm to their customers.

“Podcasts deliver a whole new way to get our consultants excited about what we have to offer, and that spirit and energy flows into their interactions with the people in their Teams,” said Mr. Dougherty. “We believe our consultants will be directly in touch with more customers, book more Show & Tells, and increase sales at each of these parties, as a result of Party Pulse.”

For more information, please call 1-866-964-NEWS (6397) and ask for Michelle Mathews, extension 237, or see the IMN Party Pulse section of IMN's Website at www.imnpartypulse.com.

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, e-mail, 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 1,700 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. PartyLite and Homemade Gourmet are among the organizations using the IMN Party Pulse service. IMN is located at 200 Fifth Avenue, Waltham, MA 02451.

About Do-Re-Me & You!

Do-Re-Me & You! (www.drmy.com) of Greensboro, NC provides a line of books, CDs, puzzles, games, playsets, and instruments created to be developmentally appropriate by age for children newborn to 12. Part of the Kindermusik International family, the company brings the joy and learning of music home to every child. Do-Re-Me & You!™ Show & Tell parties offer moms friendship, fun and relaxation; trusted advice to make the best decisions for her child; and the chance to personally experience the delightful music, books, toys, and instruments of Do-Re-Me & You!—all designed to help her child learn and grow. Mothers who become Do-Re-Me & You! consultants have the flexibility to earn a career income on their own time and be with their families. The company is located at P.O. Box 14369, Greensboro, NC 27415 and is reachable at 1-866-DRMY-123 or info@drmy.com.

Journalists who would like more information should contact Dawn Ringel, Warner Communications, at 781-449-8456 or dawn@warnerpr.com.