

IMN Puts the Pedal to the Floor; Announces 300% Increase in Customers for IMN Loyalty Driver™ E-Newsletter Service for Auto Dealers

Company Moves into Fast Lane; Will Announce Enhancements to Service at NADA Convention

Waltham, MA, January 31, 2007—IMN, provider of the Loyalty Driver™ e-newsletter service for auto dealerships, today announced that its customer base has grown by 300%. More than 300 dealerships from some of the country's largest automotive groups are now using this fully-managed service, which IMN introduced two years ago. During the National Automobile Dealers Association (NADA) Convention & Exposition February 3-7 in Las Vegas, IMN will announce significant product line expansions that make Loyalty Driver even more powerful as a tool for strengthening dealerships' relationships with their customers, and driving and accelerating inquiries and sales.

IMN Loyalty Driver e-newsletters now reach almost 1.7 million automotive consumers every month. Dealership groups using the service to communicate with their customers and prospects include United Auto Group (UAG), Rosenthal Automotive, Van Tuyl Automotive, Red McCombs Enterprises, and AutoNation. Dealerships selling virtually every automotive make and model—from Mercedes-Benz and BMW to Ford and Chevrolet—are connecting with their existing customers and best prospects in an entirely new way and experiencing significant gains in owner loyalty.

"IMN Loyalty Driver has allowed us to maintain consistent and relevant contact with our customer base. This allows for a higher customer return rate through 'top of mind awareness,' which translates to a higher department ROI," said Drew Ament, Internet Marketing Director, Van Tuyl Automotive of Phoenix, Arizona.

"Dealerships already consider IMN Loyalty Driver the gold standard in e-newsletter services—and now we're raising that standard with new product line expansions," said Brian Epro, Director of IMN's Automotive Services Group.

This fall, IMN introduced a Dollars Ahead™ Sweepstakes program to help dealerships drive even more customers to their Websites and showrooms. Dealerships can now offer customers and prospects the chance to win \$50,000 toward the vehicle of their choice. The sweepstakes program gives customers a strong incentive to deeply explore a dealership's new car inventory online.

"At NADA, we'll announce new capabilities to make IMN Loyalty Driver even easier to use, and multimedia content to keep readers engaged, and ultimately buying more cars," concluded Epro.

For more information on IMN Loyalty Driver, dealers can visit booth number 3881C at the NADA Convention, see www.imnloyaltydriver.com or call 1-866-964-NEWS (6397), extension 214.

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 1,800 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. More information about IMN is available at <http://www.imninc.com>.

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