

IMN Selected to “Pitch” at AO Innovation Summit;
IMN Is One of Top 50 Private Companies Presenting its Market Strategy

Newton, MA, July 12, 2005—IMN (iMakeNews, Inc.) is one of 50 top private companies selected to “pitch” its market strategy during the AO Innovation Summit, July 19-21 at Stanford University.

The Summit will bring together global technology, government and media leaders to debate and analyze the commercial opportunities and political implications surrounding emerging always-on technologies. The event will include a “CEO Pitch” program, where leading private technology companies will present their firms’ market opportunities, services, and sales strategies to a panel of judges, including corporate development officers, investors and the media. Jeffrey (Jeff) Mesnik, co-founder and vice president of business development for IMN, will represent his company during the program.

The Summit is sponsored by *AlwaysOn*, which provides an innovative blogging and social networking environment for technology executives, and the Stanford Technology Ventures Forum. The CEO Pitch event is sponsored and run by volunteers of MIT/Stanford Venture Lab (VLAB).

Founded by Jeff and Peter Mesnik in 1999, IMN delivers e-communications services that boost business performance and span e-newsletters, HTML e-mail, blogs and microsites—all with robust tracking and analytics. Its unique application service provider (ASP) platform supports personalization and the inclusion of multiple media types, such as PDF, Macromedia Flash™, audio, video and RSS capabilities, to address the specific business needs of a wide range of markets.

Deep and sophisticated data analysis capabilities differentiate IMN. The company provides marketers and publishers with ongoing intelligence about reader behavior (what prospects and customers read first, how much time they spend reading, what they pass along, what prompts them to make inquiries, etc.) so companies can continually hone communications. IMN pioneered Informative Marketing™—a strategy for helping marketers learn from their readers and then deliver content that improves customer loyalty, interest and propensity to purchase.

Also unique is IMN’s multi-tier communications technology, which combines its state-of-the-art e-mail platform with content management and workflow capabilities. This multi-tier technology is especially valuable for information technology vendors and other companies that need to communicate both to and through channel partners.

Since 2004, IMN has taken its capabilities to a new level through e-communications services tailored for industry-specific needs. These include the Loyalty Driver™ service for auto dealerships, complete with “Buy Signal” capabilities that alert dealers to hot leads; the Loyalty Lifter™ service for health and fitness clubs; and the Alumni Connect™ service for college/university alumni offices.

**About IMN**

IMN (iMakeNews, Inc.) of Newton, 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 a host of 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 more than 1,000 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, ING, and General Electric. For more information, please call 866-964-NEWS.

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