



For immediate release

iMakeNews and ChannelWorks, Inc. Announce Strategic Alliance to Improve Channel Marketers' Information Supply Chain

Alliance Leverages iMakeNews' Informative Marketing™ Services, Which Include Continuous Learning Analytics for Improved Results

Newton, MA, September 15, 2003—E-marketing firm iMakeNews has announced an alliance with ChannelWorks, Inc., to strengthen the impact of companies' channel marketing initiatives. Through the alliance, ChannelWorks has launched eXPOUND!™ Channel Communications Solutions—a suite of channel communications services powered by iMakeNews' Web-based e-marketing platform.

eXPOUND! includes consulting, planning, and execution of custom digital marketing programs designed specifically for channel marketing organizations. Leveraging iMakeNews' Web-based e-marketing resources, eXPOUND! allows companies to extend their brand—products, services, and programs—throughout the entire channel information supply chain. With channel-ready content, segmented by target audience, partners receive exactly the information they need to communicate with end customers, when and how they need it.

“eXPOUND! provides companies with a true competitive advantage,” said Kathleen Goodwin, CEO of iMakeNews. “The combination of strategic communications planning and execution with powerful learning analytics bundled into an electronic communications program helps companies better serve their channels and their customers—ultimately improving branding, relationships and sales results.”

“The channel relies on accurate, valuable and timely information about a company's products, programs, and services. The challenge is to provide them with high-value content that they will fully utilize, in a format they will

overwhelmingly adopt. That's why we developed eXPOUND! Channel Communication Solutions," said Alicia Celmer, CEO, ChannelWorks. "We're offering our clients a way to create and deliver uniquely effective partner communications, multi-level partner communications, demand generation campaigns, co-marketing initiatives, and much more."

Through eXPOUND! and iMakeNews' "all-in-one" e-newsletter and e-marketing service, channel managers have the ability to:

--Develop personalized full-color HTML e-mails complete with audio, graphics, images, and links.

--Host a companion microsite, which includes all the content from each e-newsletter mailing. Partners and customers automatically click to this microsite when they receive e-newsletters to "read full articles"—also giving them a chance to read previous communications and learn more about specific brands.

--Collect behavioral data, such as what individuals read first, what they spend the most time reading, and what articles they pass along.

--Save time by managing partner lists through a secure system handling high-speed deliveries, bounces, list development/refinement, and opt-in/opt-out tools.

-- Increase adoption and usage rates.

To learn more about eXPOUND!, contact Michele Hentges of ChannelWorks at mhentges@channelworks.com or 310-275-9153.

About iMakeNews

iMakeNews (www.imakenews.com) empowers organizations to develop and maintain profitable relationships with their customers and stakeholders through e-marketing programs. iMakeNews has pioneered Informative Marketing™, an approach that is based on the continuous measurement of responses to content and offers for an improved return on investment (ROI). The company's e-marketing services include e-newsletters, e-marketing campaigns and e-mailed Weblogs. Founded in 1999 and funded by Brook Ventures, the company offers its services to more than 800 customers globally, including Scudder Investments, Enterprise Rent-A-Car, Shell Oil, Evergreen,

Pharmaton and Nelson Bach USA. iMakeNews is based in Newton, MA. More information can be found at www.imakenews.com or by calling 866-964-NEWS.

About ChannelWorks, Inc.

ChannelWorks, Inc., a full-service channel marketing company, offers innovative end-to-end channel marketing services to global Fortune 500, mid-sized and start-up companies in the high-tech, entertainment and healthcare industries. ChannelWorks, Inc. is recognized for its high touch, collaborative approach to each unique client engagement resulting in knowledge transfer that allows clients to successfully manage their channel business well into the future. Founded in 1997, ChannelWorks, Inc. is a privately held company based in Los Angeles, California. For more information on ChannelWorks' services, visit its Web site at <http://www.channelworks.com>, send e-mail inquiries to info@channelworks.com or call 310-275-8935.

Editors and reporters seeking interviews with iMakeNews should contact Dawn Ringel, Warner Communications, 781-449-8456 or dawn@warnerpr.com. Journalists seeking interviews with ChannelWorks should contact Michele Hentges at mhentges@channelworks.com or 310-275-9153.