

Press Release



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IMN, Inc. Expands Executive Team with New COO and Directors of Sales and Marketing

E-Marketing Firm Adds to Management Infrastructure While Continuing to Build Momentum

NEWTON, MA, January 27, 2004—E-marketing firm IMN, Inc. (formerly iMakeNews) of Newton, MA announces Laurence Stock as Chief Operating Officer, Andrew Hatch as Director of Sales, and Elizabeth Darragh as Director of Marketing.

“We are pleased to be adding key talent to IMN as the company moves to a new level of growth,” said Kathleen Goodwin, President and CEO. “The combined experience of these three executives with financing, sales, product marketing and strategic alliances adds considerable strength to our firm.”

Prior to joining IMN, Mr. Stock was CFO of The Reference, Inc., a privately-held IT consulting firm focused on financial services. The consultancy was sold to Patni Computer Systems, a leading Indian IT outsourcing company. Previously, he was CFO of Benchmarking Partners, now Surgency, Inc., a strategic consulting firm where he worked to raise venture capital financing, negotiated and funded a software spin-off, and launched a strategic partnership with Cisco Systems, Inc. Mr. Stock holds a Master of Science degree in Computer Science and a Bachelor of Science in Engineering from Cambridge University, England.

Mr. Hatch comes to IMN from Monster Worldwide (Nasdaq: MNST), where he was most recently Vice President, New Business, managing a staff of 60. While at Monster Worldwide, he created all operational processes, compensation and incentive programs for three sales channels delivering \$48 million in annual revenue. He also tripled the productivity of the healthcare sales vertical, and grew the productivity of the European telesales force over 60 percent. Before joining Monster Worldwide, Mr. Hatch held sales positions with Thomson Corporation and Bristol-Myers Squibb Company. He earned a bachelor's degree in economics and philosophy from Ohio Wesleyan University.

Ms. Darragh brings to IMN 19 years of management-level experience in corporate and product marketing for technology companies. She was formerly Senior Marketing Manager with Genuity Inc., where she directed the enterprise marketing team, and increased the company's sales opportunity pipeline by 15 percent. Before joining Genuity, she managed marketing programs for OrderTrust, Inc. and several other firms. Ms. Darragh earned a bachelor's degree in marketing management, *magna cum laude*, from the University of Massachusetts, Boston.

About IMN, Inc.

IMN, Inc. empowers organizations to develop and maintain profitable relationships with their customers and stakeholders through e-marketing programs. IMN has pioneered Informative Marketing™, an approach that is based on the continuous honing of content in response to customer behaviors. Companies rely on IMN's services to better engage their customers by serving content that they want, need and look forward to receiving. IMN's behavioral reporting allows instant measurement of individual responses to specific content—from what subscribers open first to the topics that engage them for the longest time. Founded in 1999 and funded by Brook Venture Fund, IMN offers its services to 900 customers globally. Its approach to dynamic customer learning has been embraced by Scudder Investments, O-Mail (for *O, The Oprah Magazine*), Enterprise Rent-A-Car, Shell Oil, Wachovia, Pharmaton and Nelson Bach USA. The company's services include e-newsletters, e-marketing campaigns and e-mailed blogs. More information can be found at www.imninc.com or by calling 866-964-NEWS.

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