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IMN Announces 54 Percent Growth in SMB Market Fueled by Channel Partners

IMN Total Channel Communications™ drives valuable content to Channel Partners with one partner increasing their firms' revenue over \$100,000

Waltham, MA – (September 2007) IMN, an applications service provider that delivers [e-communications solutions](#) to companies worldwide, announces a 54 percent growth in revenue in the SMB (small and medium size business) market from June 2006 to June 2007. The growth is primarily due to channel partner use of Total Channel Communications, (TCC) IMN's patent-pending multi-tier e-communications platform. The TCC product is an e-newsletter platform that enables IMN's channel partners to address prospects and customers with targeted consistent messaging, which in turn drives meeting appointments, increases the sales pipeline and closes sales.

The platform is two-tiered because each e-newsletter contains information from both the software vendor, as well as channel partners who resell the products. Software vendors simply provide branding elements and content about their company, products and relevant news and offer it to channel partners. Their partners can then pick and choose which articles to add into their own e-newsletter and distribute to customers.

SAP (NYSE: SAP), a leading provider of business software and one of the latest additions to IMN's rapidly growing network of technology customers, is actively promoting the Total Channel Communications product to its partners. Many partners are now using the service, including NetSirk Technologies, Inc., a business management software provider. NetSirk reports that since using the IMN e-newsletter service to communicate with customers, they have increased their sales by over \$100,000, with an additional \$500,000 in their sales pipeline.

Before using TCC, Netsirk was marketing SAP products through mailers, email blasts and phone calls and had little visibility into which channels were working. Since implementing TCC ten months ago, Netsirk is able to see which e-newsletter articles are viewed and read most often, allowing them to hone marketing messages to relate to the most popular content and best of all, increase sales and grow their pipeline.

“With IMN's Total Channel Communications we can easily manage our data, immediately see who our warm leads are and provide SAP-supplied content to our subscribers without additional labor on our end,” said Quincy Faison, President, NetSirk Technologies. “IMN has given us market intelligence.”

“The beauty of the Total Channel Communications tool for companies like Netsirk is that it actually creates new business opportunities in the same way as a big company with a large marketing budget,” says Jeff Mesnik, Founder and VP of Business Development at IMN. “Total Channel Communications drives sales for both the channel partner and the software vendor, increasing profits across the board.”

IMN is an innovative applications service provider that delivers business boosting e-communications solutions, including e-newsletters, email, mini websites and weblogs, followed-up by robust tracking and analytics for complete online communications solutions. IMN services are sold worldwide directly and through re-seller organizations. Founded in 1999 and funded by Brook Venture Funds, IMN services over 2,800 accounts globally including Shell Oil, Wachovia, CitiStreet, SAP, Southern Living At HOME and ING. Additional information can be found at www.imninc.com or by calling 1-866-964-NEWS.

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