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IMN Announces Banking On™ Social Networking Capability

Fully-hosted e-communications solution extends banks' e-newsletters to social networking sites

Waltham, Mass. – May 5, 2010 – [IMN](#), a content-driven e-communications company, announced that it has added a trackable social networking feature to its [Banking On](#) e-newsletter solution designed exclusively for banks.

The feature enables banks to expand their reach to customers' social networks with content contained in their Banking On e-newsletters. This new capability allows customers to post e-newsletter content to popular social networking sites including: Facebook, MySpace, Twitter, LinkedIn, Delicious, StumbleUpon, and Google.

“Tier-one banks are actively leveraging social media to tap in to their customers' social networks,” said Craig Capp, vice president of IMN. “Banking On allows banks of all sizes to efficiently and effectively engage customers and prospects through email and social media networks with content that educates readers on personal finance best practices, without requiring institutions to allocate internal resources. Our social media capability will help banks to further improve their brand visibility, improve customer loyalty and generate leads for cross-selling opportunities.”

Content generated by Banking On is professionally designed to improve customers' financial literacy and inform on a wide variety of personal financial topics. Banking On's social networking feature displays a “bookmark and share” invitation next to e-newsletter content, encouraging customers to post the material to their personal profile pages. Readers that click on the posted content are automatically connected to the bank's e-newsletter. Unlike other social media marketing tools, the feature also enables banks to track which of their customers are posting this information through a variety of popular social networking sites.

The effectiveness of social media as a marketing tool lies in its ability to spread messages virally across networks of people. For example, the average Facebook user has a fan out (friends per individual) of around 130:1—so the potential for exposure is significant even with small rates of customers posting e-newsletter content to their personal profile pages. In fact, a conservative 0.1% posting rate can increase exposure for a

bank's brand and content by more than 10% in any given month. By measuring content popularity, IMN understands and can advise banks on what content will generate social network postings.

Banking On offers several ways for banks to engage customers who are less likely to visit branches, as well as younger generation customers, 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters, thus distributing the bank's content more frequently and through preferred channels of communication while supporting green initiatives.

To learn more about Banking On, visit www.bankingon.com or call 1-866-964-NEWS.

About IMN

IMN is a Software as a Service provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by financial services firms such as MetLife, Wachovia, Eaton Vance New York Life, National Life Group, and Northwest Community Credit Union. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.