



FOR IMMEDIATE RELEASE

21st Century Direct Sellers Innovate to Communicate Using IMN Party Pulse™ E-Communications

Waltham, MA – September 18, 2007 – A new generation of direct selling companies are coming out of the gate well-armed with innovative e-communications strategies for today’s modern direct selling sales representatives. IMN (www.imnpartypulse.com) an e-communications company with over 2,800 accounts globally, helps these emerging, fast growing businesses to communicate like high-tech, high-touch industry giants using their Party Pulse e-communications platform, a technological advance specifically designed to increase the number of parties direct sellers hold, increase average sales volume and increase the number of sales representatives recruited into direct selling businesses.

According to Jeff Stroud, president of the prestigious southern-California-based Private Quarters, an emerging leader of affordable luxury bedding, bath and spa products, IMN’s Party Pulse email newsletters offer his company the ability to communicate like a major corporation although they are relatively small. “Our sales representatives are excited to discover that by using the IMN e-newsletter, they can communicate with their customer base, not just one-at-a-time, but hundreds at a time. The email newsletters enable representatives to book more home parties because they are able to build personal relationships with their customers and strong relationships in any business, but particularly in direct selling, lead to strong sales.”

To Private Quarters’ sales representatives – called Comfort Consultants – personal relationships are critical to building business. The relationships that begin within a home party setting can, with the use of innovative technology, continue and flourish. With IMN the party never ends. The IMN email newsletters allow them to extend the relationship beyond the party to create ongoing, meaningful customer interaction. Every month, Private Quarters writes high-value, well-branded content that is sent on behalf of their sales representatives. Each representative can personalize the newsletter with his or her own message and picture. When the email arrives in their customer’s inbox, it appears to have been sent by the representative. “A key factor in the success of any communications strategy,” says Stroud, “is how easy it is for the sales representative. Now, our Comfort Consultants don’t have to spend time creating newsletter content. At the click of a mouse, Consultants look polished, sound professional and offer value-added information to their hosts and customers.” Another benefit of the IMN Party Pulse suite of tools that pleases Stroud is the Warm Call™ report which provides sales representatives with an analysis of what readers find of interest. “The Warm Call report,” says Stroud, “also allows our Comfort Consultants to contact their previous customers who may be interested in hosting a Private Quarters party.”

Rob Barnes, CEO of the fast-growing Sensaria Natural Bodycare in Shelton, Washington, whose in-home Spa Events encourage women to nurture themselves to health and

wholeness, believes that using IMN Party Pulse is a smart, modern day method to assist his sales representatives to perform and maintain their customer care activities. “We all know that time is the largest concern for our representatives and by utilizing both the Party Pulse email newsletter and the Warm Call report, we reduce the time it takes for them to run an effective business.” In addition, adds Barnes, “our representatives are realizing greater earnings and the companies that are using IMN are gaining more revenues. Putting innovative technologies to work within the direct selling model is a win, win for all of us.”

IMN of Waltham, 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, web-logs and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. The company services over 2,800 accounts globally and has been embraced by innovative direct selling companies such as Private Quarters, Sensaria, Gold Canyon, Southern Living At HOME and Homemade Gourmet. It also serves major corporations like Shell Oil, Wachovia, CitiStreet and ING. More information about IMN Party Pulse is available at www.imnpartypulse.com.

Media Contact:

IMN

Liz Bearce, 781-890-4700 ext. 260
ebearce@inninc.com

or

Creed & Creed International
Jane Edwards Creed, 707-526-2621
jane@creedandcreed.com