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**FOR IMMEDIATE RELEASE**

## **Doncaster Experiences Increase in Web Site Traffic and High Open Rates with IMN Party Pulse™ E-Communication Solution**

*High-end fashion, direct selling company launches e-newsletter and experiences big results*

WALTHAM, Mass. – December 22, 2009 – IMN announces the significant success of Doncaster’s Party Pulse e-newsletter program, launched in July 2009. IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communication services. Doncaster, started in 1931 by the Tanner family, designs and manufactures four high end fashion clothing lines a year, which are sold via trunk shows by direct selling wardrobe consultants. Since the program’s launch, Doncaster has experienced a 60 percent increase in Web site traffic after each e-newsletter is sent and open rates of more than 50 percent.

The e-newsletter, *Diary of Style*, is designed to drive measurable brand impact and product visibility for Doncaster, as well as sales and customer acquisition for Doncaster’s consultants. Each issue is personalized by each independent consultant and provides information about products, helpful fashion tips and style trends – all sent in a professionally-branded e-newsletter. In addition, the automated e-newsletter solution helps consultants to grow their business by increasing subscriber growth through effective and consistent communication with customers and new prospects.

“We are very happy with the results from IMN’s Party Pulse e-newsletter. This platform is perfect for our e-communication needs. The consultants and customers love that the e-newsletter contains lifestyle content such as accessorizing and makeup tips, as well as Doncaster product content,” said Ellyn Cooley, vice president of marketing at Doncaster.

“We are very excited about our partnership with Doncaster. Many innovative direct selling companies use IMN’s e-communication solutions to accelerate network growth and drive measurable impact on increased sales, recruitment, retention, and lifetime customer value,” said Sebastian J. Leonardi, vice president, direct selling and multichannel markets for IMN. “We are thrilled with the results Doncaster is experiencing and look forward to their continued growth.”

IMN Party Pulse empowers Doncaster’s home office and consultants with the ability to track the success of e-newsletter program performance through the system’s robust

tracking and analytics capabilities. The reporting system provides consultants with automated Warm Call™ reports that contain unprecedented visibility into member preferences leveraged by consultants to significantly enhance their productivity, follow-up more effectively, and improve sales and recruiting success. Utilizing valuable insight from readership interaction, Doncaster is able to tune content to better serve the growing needs of customers by analyzing their clients' preferences.

### **About IMN**

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communication services. With two flagship offerings for the direct selling industry, Party Pulse™ and Net Connect™, IMN helps direct selling companies support their consultants and distributors with multimedia-capable email and e-newsletters designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales and recruits for consultants and distributors. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Medifast Take Shape For Life, Gold Canyon, Private Quarters, and Scentsy. It also serves major corporations such as Shell Oil, Wachovia, Sage, and MassMutual. Additional information can be found at <http://imnpartypulse.com>, <http://imnnetconnect.com> or by calling 1-866-964-6397.

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