



**FOR IMMEDIATE RELEASE**

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**IMN Introduces Member Adviser™ E-Communications Platform**  
*Credit Union On e-communications service rebranded to better reflect member education, deep analytical capabilities*

WALTHAM, Mass. – June 29, 2010 – [IMN](#), a content-driven e-communications company, announced that it has changed the name of its credit union focused e-communications platform (formerly known as Credit Union On) to [Member Adviser](#). The improved branding better reflects the e-communications service Member Adviser provides to credit unions and their members through custom educational content and deep readership analytics, which drive improved credit union member cross selling performance.

“Member Adviser accurately represents the value that educational content provides to our credit union members on important retail and commercial finance topics,” said Craig Capp, vice president of Banking Services for IMN.

Member Adviser empowers financial institutions’ member communications and cross selling initiatives through professionally designed e-newsletter programs. Member Adviser’s custom e-newsletters improve members’ financial literacy and product awareness, and generate leads for account expansion opportunities.

Member Adviser offers several ways for financial institutions to engage with members that are less likely to visit branches, including younger market segments, 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters and allow financial institutions to distribute content at a lower cost and in a manner that supports green initiatives.

**About IMN**

IMN is a Software as a Service (SaaS) 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 companies such as MetLife, Volvo Cars Northeast, Medifast, Gold Canyon, and Sage. Additional information can be found at <http://www.imninc.com> or by calling 1-866-964-6397.

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