



**FOR IMMEDIATE RELEASE**

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## **IMN Introduces Bank Adviser™ E-Communications Platform**

*Banking On e-communications service rebranded to better reflect customer 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 banking focused e-communications platform (formerly known as Banking On) to [Bank Adviser](#). The improved branding better reflects the e-communications service Bank Adviser provides to banks and their customers through custom educational content and deep readership analytics, which drive improved bank customer cross selling performance.

“Bank Adviser accurately represents the value that educational content provides to our banking customers on important retail and commercial banking topics,” said Craig Capp, vice president of Banking Services for IMN.

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

Bank Adviser offers several ways for financial institutions to engage with customers 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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