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FOR IMMEDIATE RELEASE

Direct Selling Association Selects IMN E-Communication Platform
Partnership enables multi-media e-newsletters and robust analytics for DSA

Waltham, Mass. and Washington, D.C., May 20, 2009 – IMN, a content-driven e-communications company, announced today an agreement with the Direct Selling Association (DSA), the national trade association of firms that manufacture and distribute goods and services sold directly to consumers, to distribute weekly and monthly e-newsletters on behalf of DSA to its member base of more than 265 companies.

As the definitive e-communication solution for direct selling companies, IMN was selected for its comprehensive capabilities, dedication to delivering measurable results, and commitment to the industry. Currently, many leading direct selling companies use IMN e-communication solutions such as Party Pulse™ and Net Connect™ to drive increased sales, recruitment, retention and lifetime customer value.

“One of the most important products DSA has to offer is information, which means effective communication with our member base is critical,” said Amy Robinson, Vice President of Communications at DSA. “Even the most targeted messages sometimes get lost amidst the clutter so we need a platform that will help us get our message out and analyze where we could do better.”

“IMN is honored to be working with the Direct Selling Association,” said Sebastian J. Leonardi, Vice President, Direct Selling and Multichannel Markets for IMN. “Our partnership is testament to the strong relationships we build and the significant results we achieve for our clients. The DSA provides an invaluable service to the direct selling industry and we are proud to count them as members of our distinguished client portfolio.”

IMN’s robust tracking and analytics will provide the DSA with unprecedented visibility into member preferences and e-newsletter performance. Utilizing valuable insight from readership interaction, DSA will be able to tune content to better serve the growing needs of members.

About IMN

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications 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 Southern Living At HOME, Gold Canyon, Private Quarters and Scentsy. It also serves major corporations such as Shell Oil, Wachovia, Sage and ING. Additional information can be found at <http://imnpartypulse.com>, <http://imnnetconnect.com> or by calling 1-866-964-6397.

About DSA

DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 265 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2007, U.S. direct sales were more than \$30.8 billion with more than 15 million direct sellers nationwide. The vast majority are independent business people – micro-entrepreneurs – whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part-time.

For more information on direct selling, DSA and its Code of Ethics, please visit the DSA website at www.dsa.org.

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