



IMN Adds \$50,000 Sweepstakes Program to its Loyalty Driver™ E-Newsletter Service

Dollars Ahead™ Sweepstakes Program Drives More Customers to Look at Dealers' Online Inventory and Request Test Drives

Waltham, MA, October 30, 2006—IMN, a leading e-communications company, today announced a new Dollars Ahead™ Sweepstakes program to help auto dealerships drive more customers to their websites and showrooms, and increase sales. Dealerships using the IMN Loyalty Driver™ e-newsletter service can now offer customers and prospects the chance to win \$50,000 toward the vehicle of their choice.

“The exclusive Dollars Ahead Sweepstakes gets more people looking at dealers’ online inventory and requesting test drives,” said Brian Epro, Director of IMN’s Automotive Services Group. “The new program builds on the results IMN Loyalty Driver already delivers. Dealers consistently report a doubling—or even quintupling—of their site traffic every time they send out a Loyalty Driver e-newsletter.”

Over two dozen dealerships nationwide have already signed up to offer the new sweepstakes through their IMN Loyalty Driver e-newsletters.

Giving Customers a New Reason to Go Online

The multi-step sweepstakes gives e-newsletter readers a strong incentive to deeply explore a dealership’s new car inventory online. By using the \$50,000 prize to promote interaction with a dealership, IMN’s Dollars Ahead Sweepstakes generates highly qualified leads, excites potential buyers, and accelerates the sales cycle.

The sweepstakes program is easy for consumers to enter. They start by clicking a Dollars Ahead Sweepstakes link in their e-newsletters, which brings them to a simple entry form. From there, they explore the dealership’s selection of vehicles, and specify the make and model they want to win. Those that also provide contact information and request a test drive double their chances.

IMN Loyalty Driver is a fully managed, monthly e-newsletter service for auto dealers. The turnkey service includes a customized e-newsletter design, professionally written lifestyle and auto industry articles, monthly managed e-mail sends, IMN Buy Signal™ lead distribution, and website traffic generation. IMN Loyalty Driver makes it quick and easy for dealers to implement a highly professional e-newsletter program without the need to do any writing or HTML programming. More than 250 dealerships are now using the managed service, which IMN introduced less than two years ago.

For more information, visit www.imnloyaltydriver.com or call 1-866-964-NEWS (6397), extension 214.

About IMN

IMN (iMakeNews, Inc.) 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, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. IMN has pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments. Founded in 1999 and funded by Brook Venture Funds, IMN services over 1,700 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. More information about IMN is available at <http://www.imninc.com>.

Journalists who would like more information should contact Dawn Ringel, Warner Communications, 781-449-8456 or dawn@warnerpr.com.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER AND POSSESS A VALID DRIVER'S LICENSE. [VOID WHERE PROHIBITED](#). Sweepstakes ends 12/31/06. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit <http://www.imakenews.com/eletra/DollarsAhead.cfm?rules>. Sponsor: ePrize LLC, One ePrize Drive, Pleasant Ridge, MI 48069.