



FOR IMMEDIATE RELEASE

CONFERENCE BOOTH #703

Media Contact: Alex Shorter
For IMN
678-781-7207

IMN Announces NewportFed's Implementation of Banking On™ at ABA National Conference for Community Bankers and De Novo Forum
Bank expands customer marketing with fully-hosted e-communications solution

HOLLYWOOD, Fla. – Feb. 22, 2010 – [IMN](#), a content-driven e-communications company, announced that Newport, R.I.-based NewportFed released its first monthly customer e-newsletter using Banking On, IMN's solution designed exclusively for banks—at the ABA National Conference for Community Bankers and De Novo Forum held at the Westin Diplomat.

Banking On enables NewportFed to deploy e-newsletter programs containing rich, relevant content designed to engage and educate customers and generate leads for cross-selling opportunities. E-newsletters are customized according to the institution's branding and messaging and include financial and lifestyle content tailored to their products and services, delivering superior response rates over "email blasting" or one-time mailings.

"Communicating with customers and helping them make the right financial decisions are important components of NewportFed's marketing strategy," said Susan Ouellet, Marketing Officer for NewportFed. "Our relationship with Banking On has allowed us to connect with our customers and provide them with educational and informational articles without having to allocate time and internal resources to create and write the content. Plus, the system's analytical features enable us to view the articles our customers are reading, and this helps us choose articles each month that are best suited for our customer base."

Banking On offers several ways for banks to engage those who are unlikely to visit branches, as well as members of the youth demographic, 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters, thus distributing the bank's content through preferred channels of communication while supporting green initiatives. Customers and prospects can also access e-newsletters any time from their mobile devices.

"Delivering meaningful content that helps customers make informed financial decisions is a crucial component for banks when it comes to retaining and acquiring customers," said David Fish, CEO of IMN. "With Banking On, NewportFed can regularly publish e-newsletters that engage customers with content that

helps them meet their personal financial goals. We give Newport Fed an affordable and efficient way to deliver an important market advantage.”

To learn more about Banking On, visit www.bankingon.com, or call 1-866-964-NEWS.

About IMN

IMN is a Software as a Service (SaaS ([News](#) - [Alert](#))) 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 financial services firms such as MetLife, Wachovia, Eaton ([News](#) - [Alert](#)) Vance New York Life, National Life Group, and MassMutual Federal Credit Union. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.