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IMN Unveils eZee Connect to Health and Fitness Franchises
*The e-communication solution with the right content, control,
and capabilities for health and fitness franchise systems*

Waltham, Mass. - April 29, 2010 – IMN, a content-driven e-communications company, today announced the release of its innovative solution for the health and fitness franchise industry – *eZee Connect*.

This new e-communication solution provides franchise systems in the health and fitness industry with cost-effective e-newsletter programs containing rich, relevant content designed for local franchisees. The content retains and engages customers and drives opportunities for incremental revenue. Health clubs can market personal training sessions to their members, vitamin retailers can promote new product launches to their customers, and weight loss centers can offer special promotions to their existing clients.

“We are changing the way health and fitness franchise businesses communicate with their customers via email,” said Paul Knauer, director of franchise services at IMN. “*eZee Connect* addresses the pain points these owners feel at all levels when it comes to maximizing marketing dollars. This is high-impact communication that delivers the right content coupled with the right control and capabilities.”

eZee Connect is customized for each health and fitness franchise company, incorporating established branding and messaging, while providing lifestyle content tailored to the type of wellness service or product being offered. IMN’s e-communication solution generates greater response rates compared to email blasts, and strikes the right balance between a soft-sell and a hard call to action, which avoids turning off consumers. The magazine-style, professionally-written content cuts through consumer email clutter to increase readership, boost website traffic, and foster long-lasting customer relationships.

Content examples include reviews of celebrity profiles and their fitness routines, places to find the best jogging paths and nature trails, and tips on developing and maintaining a healthy routine. Together with timely promotions, coupons, and lively video presentations, the content-driven format leads to life-long customers.

eZee Connect also enables health and fitness industry franchisors, multi-unit operators, and marketing co-ops to control the messaging and branding by allowing

individual franchisees to tailor each e-newsletter with information on special discount offers, store hours, photos, and directions. Each email newsletter can contain multiple messages and multiple calls to action to cast a wide net for potential sales.

Additionally, the new e-communication solution provides ready-to-go messages for individual franchisee markets, includes tracking reports and analysis, fosters online traffic to company websites, and is simple enough to use that it can be sent to market in a matter of minutes. The quick turnaround time and reporting capabilities make it easy for franchisees of health and fitness clubs to follow up with customers so they are more likely to remain loyal to the brand. To further accommodate consumer preferences, IMN's e-newsletters are capable of reaching customers through their preferred communication channel, including email, web, or mobile phone.

IMN has grown to service more than 3,000 accounts around the globe, providing business-to-consumer and business-to-business e-communication solutions. For more information and to learn how eZee Connect can help grow your franchise business, please visit www.ezeeconnect.com.

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, direct selling, and technology. IMN's services are sold worldwide directly and through reseller organizations. Founded in 1999 and headquartered in Waltham, Mass. IMN services more than 3,000 accounts globally. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.