

IMN Announces Integration Alliance with JMsolutions' Product, DealerUps™ CRM

Alliance Will Provide a Unique Communications Solution for Dealerships, Increasing Customer Loyalty and Retention

Waltham, MA, and Deerfield Beach, FL - January 30, 2007—IMN, provider of the Loyalty Driver™ e-newsletter service for auto dealerships, today announced an integration alliance with JMsolutions' newest software system, DealerUps™ CRM, which tracks and manages customer information and purchase preferences. Through the alliance, IMN and JMsolutions will offer a totally unique communications solution for their dealership clients. The tightly integrated, closed-loop system will enable dealers to capture, aggregate and continuously update customer data; manage multi-faceted customer communications programs; use rich analytics to evaluate results; and streamline and speed up sales.

“IMN Loyalty Driver is the pinnacle of dealership e-newsletter services,” said JMsolutions Vice President, Retail Solutions, Ted Rubin. “The quality of content and readership tracking ability that Loyalty Driver offers gives dealers a powerful marketing platform for staying in touch with their customers.”

“The DealerUps CRM offers the most intuitive tools to help dealers relate to their customers, automate communications, and quicken the selling process,” said Kimo Kong, Vice President of Sales for IMN. “Our joint solution will give IMN clients powerful new tools to make every e-newsletter mailing even more effective as part of an integrated marketing and sales program. With the DealerUps CRM addition, dealers will have a new and improved understanding of where every lead came from, and the success of every form of customer outreach.”

IMN Loyalty Driver is a fully managed, monthly e-newsletter service for auto dealers, with valuable lifestyle and soft-sell content to maintain customers' interest and loyalty to their dealerships. The e-newsletters include sophisticated readership analytics, and a Buy Signal™ service that provides contact lists of individuals who have requested test drives. Dealerships using the service report dramatic increases in Web traffic and immediate test drive requests and consistently low opt-out rates (less than one percent), with every e-newsletter mailing. More than 300 dealerships now use IMN Loyalty Driver, including many of the nation's largest dealership organizations.

DealerUps CRM offers a suite of tools to help dealerships increase sales, improve marketing and customer relationship management programs, and decrease the time it takes for a customer to purchase a vehicle. The core of its offerings is their DeskLog® module, which electronically mirrors dealers' paper desk logs, and makes commonplace steps of the sale more efficient and productive, such as swiping drivers' licenses, sharing leads with the Internet department, or printing forms. By keeping track of these individual customer communications

across departments, dealerships avoid duplicate steps, keep customers happier, and compress time required to complete a sale.

For more information on IMN Loyalty Driver and the joint alliance with JMsolutions' DealerUps CRM, 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>.

About JMsolutions

A JM Family Enterprises, Inc. (JMFE) (www.jmfamily.com) company, JMsolutions (www.jmfe-jmsolutions.com) creates and markets innovative software systems to help automotive dealers improve operational efficiencies while maximizing sales. JMsolutions focuses on customer relationship management, dealer desking, finance and insurance menus, new and used car inventory optimization and reporting solutions. It also provides dealers with related training and consulting services. JMsolutions boasts over 1,200 dealership clients nationwide, including four out of the nation's top five dealer groups. Headquartered in Deerfield Beach, Fla., JMsolutions has major operations in Dallas, Texas.

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