



**FOR IMMEDIATE RELEASE**

Media Contact: Laurie Halter  
Charisma! Communications  
Ph (503) 245-3140  
[Laurie@charismacommunications.com](mailto:Laurie@charismacommunications.com)

**Craig Fitzgerald, Former Editor at *Hemmings Motor News*,  
Joins IMN as Editorial Director**

*Fitzgerald to assume editorial responsibility for the largest  
online automotive consumer audience*

WALTHAM, Mass. – November 8, 2010, [IMN](#), provider of [Loyalty Driver™](#), the most widely-used e-communication service for automotive dealerships, is pleased to announce the addition of Craig Fitzgerald as Editorial Director.

Fitzgerald brings more than 18 years of experience in the automotive industry, with the majority of those years spent as Editor for Hemmings, the most wide-ranging publisher of automotive magazines. Under the editorial direction of Fitzgerald, *Hemmings Sports and Exotic Car* has consistently been the fastest growing title audited by the Audit Bureau of Circulation (ABC), experiencing circulation growth of an average of 15 percent per year.

Fitzgerald's proven expertise with writing, managing writers and fostering relationships with industry insiders for compelling content will serve him well in his new position as he revamps and upgrades the content available within Loyalty Driver. Unlike alternative offerings, Loyalty Driver has always provided auto dealers with the audience retention/engagement advantage of originally written content. Craig Fitzgerald will be responsible for continuing and extending this distinctive approach to retaining, engaging, and motivating the online automotive consumer.

In total, Loyalty Driver's automotive content reaches well in excess of 22 million automotive consumers, making it the largest online automotive reach mechanism on the planet, significantly larger than the major automotive portal sites. It is this vast audience that Craig Fitzgerald will now address with the superb editorial perspective and in-depth industry knowledge that he brings.

"One of the key reasons Loyalty Driver works so well has always been the quality of our content. Bringing Craig onboard underscores our ongoing commitment to providing the best possible content to our auto dealer and OEM customers. Craig brings tremendous industry knowledge and content management skills to IMN, along with a proven ability to execute in an intense production environment," said Brian Epro, Vice President of the Automotive Services Group. "Content is king, and as far as I'm concerned, we've hired the king of content."

In addition to his work as Editor, Fitzgerald is a regular contributor to the *Boston Globe*, writing articles for the Saturday and Sunday edition automotive sections.

“It’s an honor to work with such a popular publication in the automotive space,” said Fitzgerald. “As Editorial Director I look forward to introducing new and exciting content that will help increase readership, drive web and new media traffic and help build dealership brands.”

For more information about IMN Loyalty Driver, please visit IMN at <http://digital.loyaltydriver.com>.

#### **About IMN:**

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communication services. Since 2004, IMN has provided Loyalty Driver, an e-communication service to help automobile dealerships communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Medifast and Sage. Additional information can be found at <http://digital.loyaltydriver.com> or by calling 1-866-964-6397.