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***Evergreen Bank Group Turns to IMN's Bank Adviser e-Communications
To Help Build Brand***

-- e-newsletter provides bank with easy way to connect, cross-sell customers --

WALTHAM, Mass., Aug. 2, 2011 – [IMN](#), a content-driven [e-communications](#) provider, today announced that Evergreen Bank Group, Oak Brook, Ill., has successfully deployed its [Bank Adviser](#) e-newsletter program. Bank Adviser provides Evergreen Bank Group with an easy to use platform for communicating useful information to customers on financial topics of interest and the institution's community programs.

Evergreen Bank Group, a locally-owned and managed, full-service Illinois chartered non-member commercial bank is very active in its community and focused on building its brand. IMN's Bank Adviser provides an inexpensive and easy [e-newsletter](#) to keep in contact with customers and share information on activities within the community.

"At a community bank, you have to wear a lot of hats. In addition to managing marketing, I am also involved with consumer and commercial lending," said Dan Inendino, CTP, vice president at Evergreen Bank Group. "Bank Adviser is a very user-friendly system and a perfect tool for those who don't have a lot of time to spend to produce a newsletter. IMN gives you the ability to choose pre-written content which makes the process very easy and they are always coming out with new articles without you having to re-invent the wheel."

Bank Adviser provides reporting and insights not available through print communications, such as the articles being most read by their audience. Bankers can also pinpoint exactly who is reading each article and staff can send follow-up emails to individuals to determine if there is interest in pursuing a related financial product.

"The marketing staff at most community banks is stretched thin," said Ken Genest, IMN's director of sales, consumer retail and financial services. "They are looking for marketing solutions that make them more efficient and effective. Bank Adviser is a unique combination of technology and content that provides community banks with an easy, efficient way to increase their communications and cross selling with customers."

About IMN

[IMN](#) is a content driven e-communications provider. 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 community banks and credit unions such as NewportFed and Northwest Community Credit Union. Additional information can be found at digital.bankadviser.com or digital.memberadviser.com or by calling 1-877-581-0603.