PRESS RELEASE

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IMN to Host Gen Y Outreach Webinar for Financial Institutions

"From Toasters to Smartphones: Capture and Retain Gen Y Business for your Financial Institution"
Webinar to address innovative marketing techniques that resonate with Gen Y market

WALTHAM, Mass. – July 1, 2010 – IMN, an e-communications company for the financial services industry, today announced a free marketing webinar for community banks and credit unions. The webinar will address how e-communications and social media can be used to retain and cross-sell Gen Y customers and members.

Gen Y is an emerging multibillion-dollar market segment for banks and credit unions and represents an important market segment for financial institutions. Gen Y also represents a unique challenge for marketers, as tomorrow's banking and credit union customers interact with businesses different from previous generations. How will financial institutions grow market share in a time of texts, mobile apps, instant messaging, and a generation predisposed to manage their finances through digital media rather than a branch office?

"From Toasters to Smart Phones: Capture and Retain Gen Y Business for your Financial Institution" will address important questions facing banks and credit unions as they look to capture Gen Y market share, including:

- Why Gen Y? What is the market size and opportunity?
- Gen Y Market Penetration: How should your financial institution influence personal and business banking decisions?
- Gen Y Communication Preferences: What, why, when, and how often?
- Gen Y & Social Media: How to engage with Gen Y on their terms.

"Large national banks are gaining Gen Y market share through the use of multichannel technology to drive contextually relevant and personalized customer interactions," said Craig Capp, vice president of Banking Services for IMN. "Ironically, the same technology presents even greater opportunities for smaller institutions to earn higher levels of attention, trust, and business among younger demographics. Our webinar will educate

community bank and credit union executives on best practices for effective communication with Gen Y, focusing on the types of content and messaging statistically shown to be preferred by younger demographics."

Webinar Information:

Thursday, July 29, 2010, 2 pm ET/11 am PT

Register by clicking here: **https://www1.gotomeeting.com/register/571423009**

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, 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 http://www.imninc.com or by calling 1-866-964-6397.

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