



Gold Canyon Chooses IMN Party Pulse™ E-Communications Service to Help Sales Force of Independent Demonstrators Build Business

Waltham, MA, and Chandler, AZ, January 29, 2007—IMN, a leading e-communications company, today announced that Gold Canyon has chosen the IMN Party Pulse™ service to help its sales force of 25,000 Independent Demonstrators form stronger customer relationships, book more parties, and increase sales.

IMN Party Pulse provides e-communications and reporting tools for direct selling and network marketing organizations. Gold Canyon, headquartered in Chandler, AZ, provides scents, décor, home and personal care products to customers within the US and Canada. The company's Independent Demonstrators sell its products through home and catalog parties, the World Wide Web and fundraisers. Gold Canyon operations generated more than \$85 million in revenue in 2006.

Using IMN Party Pulse, Gold Canyon will be able to write, design and send out highly professional monthly e-newsletters on behalf of Demonstrators who elect to sign up for the new service. The e-newsletters, entitled *Living Well*, will go to everyone on each Demonstrator's "Essentials OnLine" contact list, and feature the company's latest products and promotions. In addition, each e-newsletter will be personalized with a specific Demonstrator's contact information, and appear to the consumer to come directly from her.

"Gold Canyon is committed to providing its Independent Demonstrators with the best tools possible to help them build their businesses," said Michael Norris, Chief Marketing Officer for Gold Canyon. "With IMN Party Pulse, our Demonstrators can communicate with their customers on a regular basis, sharing the latest offers and product information in a consistent, approved manner."

The IMN e-newsletters will help each Demonstrator stay connected to potentially thousands of people who have already purchased products through her, or at one of her parties. With minimal effort on their part, Demonstrators will be able to provide rich content and promotional updates to their customers to drive new inquiries, requests to host parties, and product sales. At the same time, Gold Canyon will be able to reinforce its brand with its customer base throughout North America.

After each mailing, Demonstrators will also receive IMN's Warm Call™ reports showing which articles every recipient viewed. The reports will give consultants insights on which customers to call, the best way to reach them and a context for their call. The reports will enable Demonstrators to be efficient and effective with their time, as they work towards selling items from the Gold Canyon line.

Moreover, Gold Canyon will send a separate monthly IMN Party Pulse e-newsletter to each Demonstrator on the latest promotions, and prepare consultants to maximize product sales and party bookings.

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 Partners, IMN services over 1,800 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 Party Pulse is available at http://www.imninc.com/imn_pp_home.asp.