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IMN Taps Eric Shealy as Vice President of Corporate and Business Development

*E-communications provider adds 20-plus year investment banking, operations,
venture capital veteran*

WALTHAM, Mass. – Oct. 15, 2009 – [IMN](#), a content-driven e-communications company, has added Eric Shealy, as vice president of Corporate and Business Development.

Prior to joining IMN, Shealy, who has completed more than 30 mergers and acquisitions (M&A) and capital-raising transactions, was managing director for Boston-based Innovation Advisors, a technology-focused investment banking firm. While there, Shealy sourced and led transactions in the digital marketing, online media and unified communications sectors.

Before beginning his tenure with Innovation Advisors, Shealy was managing director for Covington Associates, another Boston-based specialty investment firm. For more than six years, Shealy managed the firm's technology practice and completed 15 M&A transactions within the software, hardware and service sectors. Specific recent transactions included the sale of Ardence, Inc. to Citrix Systems (NASDAQ: CTRX), and the sale of Intelligent Compression Technologies to ViaSat Inc. (NASDAQ: VSAT).

“Eric Shealy joins IMN with a wealth of valuable experience that spans corporate development, strategy and business development functions,” said David Fish, CEO of IMN. “His expertise in mergers and acquisitions along with his demonstrated proficiency in strategic partnering will help drive IMN's distinctive position as a content-driven e-communication service.”

“IMN has created a powerful new approach that enables businesses to generate measurable revenue through regular customer communication via online channels such as email, web sites, mobile phones and social media outlets,” said Shealy. “It is exciting to work with a forward-thinking company that provides such an important service. The IMN solution will only continue to increase in

popularity as more and more businesses discover the ability to enhance their business through consistent online customer communication.”

Shealy earned a bachelor’s degree in economics from Boston College.

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 companies such as MetLife, Volvo Cars Northeast, Medifast, Gold Canyon, and Sage. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.

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