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## **Direct Selling Women’s Alliance (DSWA) Honors IMN’s Michelle Larter with Visionary Award**

### **DSWA’s most prestigious distinction given to those who go above and beyond call of duty**

Waltham, MA – May 12, 2010 – [IMN](#) is pleased to announce that the [DSWA](#) awarded Michelle Larter, market manager for the direct selling industry, their prestigious Visionary Award at the DSWA’s annual Celebration event on April 24<sup>th</sup>, 2010.

“Michelle is wonderful! She is the face of IMN to our people,” said Nicki Keohohou, co-founder of the DSWA. “She has tremendous vision and generously shares it with our members so they can implement it in their businesses.”

The DSWA’s Visionary Award is coveted among individuals and companies that provide resources, tools and otherwise support the direct selling profession.

“Michelle has regularly supported the DSWA at our annual Celebration, as well as at numerous Leadership conferences,” said Ms. Keohohou. “She cares about our members and regularly goes above and beyond the call of duty for them.”

Larter joined IMN in early 2006 and launched the Direct Selling Group with its flagship product, IMN Party Pulse. Every month, nearly 6 million subscribers and DSWA members anticipate, enjoy, and interact with IMN [Party Pulse](#) and [Net Connect](#) e-communications which feature exciting hostess incentives, customer specials, and business opportunity information. Lifestyle articles are also included and are designed to keep the reader engaged over time. These articles include fashion tips, recipes, and more.

“We’re very proud of Michelle and her accomplishments,” said Sebastian Leonardi, vice president direct selling and multichannel markets of IMN. “IMN is pleased that her hard work and dedication to the industry is being recognized and that she was awarded such an esteemed honor by the DSWA.”

Prior to joining IMN, Michelle enjoyed three years as a consultant and leader with PartyLite, where she used Party Pulse to communicate with her customers and build stronger relationships. Before PartyLite, Michelle served as Sales Manager at PeopleSoft and as Sales and Marketing Program Administrator with Ross Systems, Inc. She has more than 15 years of professional experience in sales and marketing.

### **About IMN**

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications services. With two flagship offerings for the direct selling industry, Party Pulse™ and Net Connect™, IMN helps direct selling companies support their consultants and distributors with multimedia-capable email and e-newsletters designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales and recruits for consultants and distributors. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and

has been embraced by innovative direct selling companies such as Scentsy, Thirty-One, Saladmaster, Medifast and Private Quarters. It also serves major corporations such as Shell Oil, Wachovia, Sage and ING. Additional information can be found at <http://imnpartypulse.com>, <http://imnnetconnect.com> or by calling 1-866-964-6397

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