

IMMEDIATE RELEASE
February 8, 2010

NEWS
OTCBB: INMG

Cowboy Poet Baxter Black Joins IMI Global Team for Regular Television Spots on RFD-TV's "Cattlemen to Cattlemen" Program and Other Shows

Ads Will Reach 200,000 Agricultural Households Weekly in Support of IMI Global's Industry Leading Livestock Verification, Identification and Traceability Solutions

CASTLE ROCK, Colo. – Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG), a leading provider of verification and Internet solutions for the agricultural/livestock industry, today announced it has teamed with cowboy poet Baxter Black to promote its verification, identification and traceability solutions on RFD-TV's "Cattlemen to Cattlemen" television program, a 60-minute news magazine focused on the cattle industry.

Beginning February 8, 2010, Baxter Black, whom the New York Times described as "probably the nation's most successful living poet," will wax eloquently about IMI Global's products and services on TV spots in conjunction with Cattlemen to Cattlemen, airing Tuesday evenings at 6:30 to 7:30 p.m. Mountain time, Wednesday mornings at 8:30 to 9:30 a.m. Mountain time and Saturday mornings at 7:00 to 8:00 a.m. Mountain time. The Baxter Black spots will also run from time to time on RFD-TV's Ralph Emery, Cattle Today and Rural Heritage programs. See RFD-TV's listings at <http://www.rfdtv.com/schedule.asp?Timezone=2>

For a preview of the Baxter Black commercial spot, go to <http://www.imiglobal.com/media/videogallery.asp>

Baxter Black is an in-demand public speaker who has built a highly successful career exposing the flaws and foibles of everyday cowboy life. He is known nationwide through his print column, National Public Radio appearances, books, CDs, videos and commercial radio. His website is at www.baxterblack.com

RFD-TV is the nation's first 24-hour television network dedicated to serving the needs and interests of rural America and agriculture. Its shows are uplinked via satellite to all 50 states and distributed by DISH Network, DIRECTV, Time Warner and other mainstream and independent operators.

John Saunders, CEO of IMI Global, said, "Baxter Black is a high profile, beloved figure with enormous credibility in the agricultural community. As the keynote speaker at the IMI Global-sponsored reception at the National Cattlemen's Beef Association annual convention recently, he connected well with our customers and other constituents. Accordingly, we agreed that he'd be an excellent spokesman for IMI Global and our competitively-priced, high-value solutions for ranchers, feed yards, packers and retailers.

About IMI Global

Founded in 1995, IMI Global is a leading provider of verification and Internet solutions for the agriculture industry. Go to www.IMIGlobal.com for additional information. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based

applications for verification and identification as well as a range of consulting services tailored to meet each customer's needs. Additional IMI web sites include www.USVerified.com and www.PetSupplyVerified.com.

CAUTIONARY STATEMENT

This document contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings at www.sec.gov. Specifically, statements in this news release about demand for, and impact of, the Company's products and services, and the Company's commercial spots are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments.

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