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Jennifer Jurgens completes the Direct Marketing Association's certification program

MarketNet expands service offerings to include direct marketing offer and strategy consulting

SPRING LAKE, Mich. — Aug. 31, 2007 — MarketNet Services, LLC, recently announced that Jennifer Jurgens, MarketNet's vice president of client services, has completed the Direct Marketing Association's (DMA) direct marketing certification program. This certification enables MarketNet to expand its growing list of client offerings to include offer and strategy consulting services. The DMA certification program is recognized worldwide, and the courses are taught by prestigious instructors throughout the U.S.

To obtain certification, candidates must complete four classes over an 18 month period. Jurgens' curriculum included:

- The Direct Marketing Institute – A general overview of direct, database and interactive marketing, including research, catalogs (online and print), testing, copywriting and Internet. The goal of this class was to cover key issues and areas in direct marketing, such as media selection, offers, creative, list/database and targeting, and research.
- Database Marketing – An in-depth look at how to identify, understand and target the best customers and improve the profitability of each campaign. Advanced analytic techniques included list segmentation, predictive modeling and the application of customer lifetime value for true ROI analysis.
- Creative Direct marketing Strategies – A hands-on class where attendees critiqued and compared efforts while learning proven tools that the country's biggest and best companies rely on. A strong emphasis was placed on positioning, choosing the right target market, developing the most effective message and making the creative work.
- Comprehensive Email Marketing Strategies – A comprehensive review of the ever-changing email marketing industry, including hot topics such as legislative restrictions and spam blockers. Best practices were presented to increase deliverability, response rate and return on investment, with examples given on best offers, contact strategies and creative secrets used by industry leaders.

"The certification program has enhanced my understanding of the role of direct marketing and how it differs from brand-based marketing efforts" said Jurgens. "I already have identified multiple areas where I can apply concepts learned through the program to help our clients produce campaigns that generate more sales leads and sales. Our primary offering is custom lead management solutions, so anything we can do to help keep the sales funnel full helps our systems prove their value while protecting our clients' marketing budgets."

About MarketNet

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – their customers. Through custom-designed and internally developed technology solutions, MarketNet helps clients generate inquiries, identify qualified prospects and reliably deliver leads for sales conversion. Clients such as The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., 4-Front Engineered Solutions, Safety-Kleen and others have partnered with MarketNet to leverage their advertising investments, yielding more leads and converted sales per dollar spent. For more information, please visit MarketNet at www.marketnetservices.com.

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