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MarketNet Services Announces its Partnership with LeadMaster

SPRING LAKE, MI – July 30, 2010 – MarketNet is proud to announce its affiliate partnership with LeadMaster. As affiliate partners, both companies will evaluate customer inquiries with a goal of aligning those potential customers with the lead management solution best suited to their needs. LeadMaster is well suited for those interested in simple, yet robust self-service lead management solutions. MarketNet is positioned to assist those clients with more complicated lead management challenges

LeadMaster has been a leader in sales and lead management offering their white-label solution since 1998. Known for its complete customizability, robust marketing automation features and easy-to-use workflow processes, LeadMaster has perpetually gone above and beyond the call of duty to provide robust solutions for its clients.

LeadMaster's Chief Marketing Office, Andy Brownell, believes that it is now time to go to the next step. "There are great software packages out there, and not all of them do the same thing or are even appropriate for all types of companies. This partnership with MarketNet Services ensures that our clients are getting the best possible product to fit their needs."

With its philosophy of "No Lead Left Behind™," MarketNet Services is a leading provider of lead management systems for companies with multi-step or mixed sales channels. From overlapping territories by geography, to product capabilities or vertical focus, to weighting based on each channel's revenue goals for a specific product, the incomand Marketing System™ is an easy-to-use, web-based system that can be used stand alone or integrated with any CRM system. Manufacturers or companies that sell through a combination of dealers, resellers, distributors and their own internal sales force use MarketNet to ensure fair lead distribution while providing one source for marketing information and campaign return on investment reporting.

Effective company-wide lead management programs are a challenge to implement for most organizations. The LeadMaster and MarketNet Services affiliate partnership will provide prospective clients of both companies the best possible solution for their needs. Both solutions offer relevant and timely lead nurturing as well as sophisticated workflow automation and a more full featured, end-to-end lead management solution that will increase sales, yet for different types of companies.

LeadMaster's CEO, Russell King, states, "We are glad to partner with those near the industry to deliver superior results to our clients. While LeadMaster is a great product, we understand that

our solutions may not fit everyone's needs, and we are happy to help them find a solution appropriate to them.”

“MarketNet excels at creating solutions for companies with complex sales processes while keeping the functionality and user requirements at a minimum. LeadMaster's target client is different and yet their philosophy is similar” added JT McDonald, President of MarketNet Services, LLC. “This partnership helps us better serve the market by being able to offer the right solution, even when it's not ours.”

About LeadMaster

LeadMaster offers on-demand customizable SaaS solutions combining sales lead management software, lead tracking solutions, sales force automation tools (SFA), customer relationship management features (Sales CRM) and virtual call center solutions. This powerful web-based application has helped companies large and small from virtually every industry. The LeadMaster solution is intuitive and easy to use, providing real-time lead capture, lead distribution, lead tracking, lead nurturing, custom reporting and email marketing. LeadMaster makes it easy to qualify and convert leads from virtually any source - landing page, call center, webinar, sales lead suppliers and more. The LeadMaster product is straightforward and easy to learn yet has robust features like workflow automation, round-robin lead distribution, mobile access, CRM analytics and Outlook integration. LeadMaster's products and services are available through a global network of value-added resellers, consultants and system integrators. For more information, please visit the LeadMaster at <http://www.LeadMaster.com>.

About MarketNet

With a philosophy of —No Lead Left Behind™, MarketNet creates lead management solutions for people who:

- Want to capture, respond to, distribute and track leads from all sources
- Need immediate lead notification sent to the best-suited sales person based on their channel sales strategy
- Require automatic follow-up and lead nurturing to increase sales closure rates
- Want to know what the sales person actually did with the lead
- Must be able to justify their marketing campaigns by measuring ROI

Clients such as The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., 4Front Engineered Solutions, BrassCraft, Inc. (A Masco Company) and others have partnered with MarketNet to leverage their marketing investments, yielding more leads and converted sales per dollar spent. Founded in 1996, MarketNet is based near Grand Rapids, Mich. For more information, please visit MarketNet at www.marketnetservices.com.

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