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Corporate Contact:

Jennifer Jurgens

MarketNet Services, LLC

Vice President, Client Services

1 800-790-6638

jennifer@marketnetservices.com

MarketNet Launches “incommand for Appexchange” on Salesforce.com

SPRING LAKE, Mich. — September, 2009 — MarketNet Services, LLC, a marketing technology and services firm, announced today the launch of “incommand for Appexchange” their first custom application built specifically for users of Salesforce.com. The open architecture of Salesforce.com enables companies like MarketNet to create and integrate applications that enhance Salesforce.com’s Customer Relationship Management (CRM) tool.

Incommand for Appexchange is a literature fulfillment tool that allows users (typically sales representatives) to select and customize individual cover letters, pick brochures and catalogs and send mail to leads, account and contacts through an integrated warehouse. This means that a user does not have to waste their time at the end of the day sending follow-up collateral to prospects they’ve contacted. While on the phone, they can update the contact record with the activity, schedule their next task and select the proper follow-up messaging all from the same screen. Each day, MarketNet’s fulfillment center handles the warehousing, picking, packing, printing and shipping of each individual order.

The application also offers a special administrator role for the company’s marketing executive. This user can set up new letters and collateral and even put spending limits on the other individual users to keep costs within their budget. The typical company that will benefit from this application needs to be running Salesforce.com professional, enterprise or unlimited edition, has 3 – 20 stocked SKUs of literature to send out and averages over \$5 million in sales annually.

“Our literature fulfillment application was a natural fit for the Salesforce.com Appexchange” said JT McDonald, president of MarketNet. “We were already servicing our existing client base with the tool and it only made sense to expand the reach into another universe of potential users. Partnering with Salesforce.com through the Appexchange has opened the door to thousands of prospective clients for MarketNet. We’re excited about the potential of this tool and how it relates to our core sales lead management and lead nurturing applications.”

About MarketNet

With a philosophy of “no lead left behind,” MarketNet helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet’s custom-designed and internally developed technology solutions to 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.; 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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