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Corporate Contact:

Jennifer Jurgens

MarketNet Services, LLC

Vice President, Sales & Marketing

1 800-790-6638

Jennifer@marketnetservices.com

MarketNet Selected to Present at the DMA's Annual Conference in San Diego

SPRING LAKE, Mich. — October, 2009 — MarketNet Services, LLC, a leading provider of end-to-end sales lead management products, services and technology, was selected by the Direct Marketing Association (DMA) to present a session titled "Who's Lead is it Anyway?" during the 2009 annual conference in San Diego. The conference will be featuring the latest advancements and trends in marketing technology, research, hundreds of educational sessions, thousands of attendees and include the world's largest exhibition for direct and interactive marketers.

Presented by Jennifer Jurgens, Vice President of Sales & Marketing for MarketNet, the session will focus how companies with indirect sales channels generate and qualify sales leads. Companies that have complex or mixed channels typically have unique challenges when it comes to lead "ownership" since the sales entity may be an independent or even multi-line dealer or reseller. Through review of case studies with a leading office furniture manufacturer and office equipment manufacturer, the session will provide hands-on knowledge to help attendees design, develop and implement an automated process for nurturing sales leads and increasing sales conversion. The objectives of the session are to teach attendees about the best practices and trends in lead nurturing while helping them discover new ways to track and report sales through indirect channels. The session will also help attendees identify the steps needed to create their own nurturing programs.

"We have unique experiences when it comes to qualifying and nurturing sales leads that are distributed from a manufacturer to an independent business (a dealer, for example)," said JT McDonald, President of MarketNet. "We believe that others can learn from our experience, creating higher prospect satisfaction and greater return on marketing investment through intelligent lead nurturing."

The conference takes place October 19 - 21, 2009 at the San Diego Convention Center. This presentation is scheduled to occur on Monday, October 19 at 12:30 PM in the "ask-the-experts" roundtable area of the conference. Copies of the presentation will be available by request after the conference. Contact Jennifer Jurgens at MarketNet (jennifer@marketnetservices.com) if you would like a copy.

About MarketNet Services

With a philosophy of "no lead left behind®," MarketNet Services, LLC helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet's custom-designed and internally developed technology solutions to identify prospects, generate leads, and reliably deliver them to the channel 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 in Spring Lake, Mich. For more information, please visit MarketNet at www.marketnetservices.com.

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