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Konica Minolta Increases Participation in MarketNet's Inquiry Management System by Over 350 New Dealers

SPRING LAKE, Mich. — July, 2004 — MarketNet Services, LLC, a marketing technology and services firm, today announced that the company has been selected by Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta) to be the inquiry management partner for all legacy Minolta dealers and branches. In addition, MarketNet will continue to provide its Web-based, customer inquiry management system to legacy Konica dealers and branches, as a result of a relationship that was formed prior to the merger of Konica Business Technologies U.S.A, Inc. and Minolta Corporation's Business Products Group in October 2003.

"MarketNet offers great flexibility with its ability to customize our existing application to fit the merged Konica Minolta entity," said William H. Brewster, Jr., vice president, marketing, Konica Minolta Business Solutions U.S.A., Inc. "From including the new product lines and dealer capabilities in the inquiry and lead distribution formula, to the backend integration of the customer data in our legacy contact management solutions, MarketNet was a good choice."

"Our history with Konica Minolta and the Konica product line enabled us to efficiently tailor the former Konica system to accommodate all the sales and product needs of the newly combined company," added J.T. McDonald, president, MarketNet Services, LLC. "We're looking forward to providing our inquiry collection, scoring, nurturing and distribution services to this new group of constituents."

The MarketNet customer inquiry management system will quickly scale to accommodate the new users. MarketNet projects that the system will be fully accessible to all Konica Minolta sales resources by August, 2004.

About Konica Minolta Business Solutions U.S.A., Inc.

By bringing together the strengths of its two founding companies, Konica Minolta Business Solutions U.S.A., Inc., headquartered in Ramsey, New Jersey, is dedicated to providing its customers with complete solutions for their document creation, production, and management needs. Konica Minolta provides the essentials of imaging to companies and organizations ranging from the small office/home office to large production operations with its full line of digital color and black & white printers/copiers, multifunctional peripherals, desktop laser printers, plain-paper facsimile machines, software and network solutions, and professional services.

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An industry leader in image capture, output and management, Konica Minolta provides world-class service through its extensive network of direct sales offices, authorized dealers, resellers and distribution partners in the United States, Canada, Mexico, Central America and South America. For more information, please visit Konica Minolta on the World Wide Web at www.kmbs.konicaminolta.us.

About MarketNet

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – 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 like The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., SPX Corporation 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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