

## FOR IMMEDIATE RELEASE

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### **MarketNet Launches Upgrade to Inquiry Management System for Konica Minolta**

**SPRING LAKE, Mich. — January 15, 2004 —** MarketNet Services, LLC, a marketing technology and services firm, today announced a system upgrade to Konica Minolta Business Solutions U.S.A., Inc.'s (Konica Minolta) current customer inquiry response management system. This upgrade includes new functionality for pre-qualifying and scoring customer data, as well as a sales channel evaluation component. With this system upgrade, MarketNet is able to present each Konica Minolta dealer or branch with its best prospects, ranking propensity to buy, with additional customer data to help close the sale.

"This upgrade helps maximize the productivity of Konica Minolta's sales resources by pre-qualifying prospects before they are distributed to our sales channels," said William H. Brewster, Jr., vice president, marketing, Konica Minolta Business Solutions U.S.A., Inc. "Easy-to-understand, coded leads make it simple for our sales force and channel partners to follow up on their hottest leads first."

In addition to pre-qualifying and scoring customer data, the new system takes into account specific sales channels' capabilities before assignment. "Our goal is to deliver customer data to the channel that is best positioned to convert the sale. This means that the dealer's/branch's capabilities and inventory must match a customer's needs," said J.T. McDonald, president, MarketNet Services, LLC. "These new tools make our application even more user-friendly, enabling better service and follow up by Konica Minolta's dealers and branches, which in turn generates more sales and greater customer satisfaction."

#### **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.

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](http://www.kmbs.konicaminolta.us).

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**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](http://www.marketnetservices.com).

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