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MarketNet Launches Turnkey Direct Marketing Program for Konica Minolta Dealers

SPRING LAKE, Mich. — October 2003 — MarketNet Services, LLC, a marketing technology and services firm, has launched a turnkey, direct marketing program — the “Campaign Builder” — for Konica Minolta Business Solutions, U.S.A., Inc.’s (Konica Minolta) authorized dealers. Fully funded through the dealers’ Konica Minolta co-op accounts, each dealer can sign-up online and create a co-branded direct mail piece that is printed and mailed. The “Campaign Builder” program also includes custom prospect list development and optional follow-up telemarketing.

“The Campaign Builder program provides us with an excellent tool to offer to our dealers to assist them with their local brand-building efforts,” said William H. Brewster, Jr., vice president, marketing, Konica Minolta Business Solutions U.S.A., Inc. “Konica Minolta has creative control over the direct mail piece, including the products that can be promoted for each campaign. Dealers like the program because they can insert their logo and custom promotional text, instantly associating their brand with ours, lending credibility and national name-brand recognition to their dealership.”

“Many of our clients have co-op funds for dealers that are used for local programs that only partially satisfy their marketing needs,” said J.T. McDonald, president, MarketNet Services, LLC. “This kind of program provides more control for the client, with a proven outlet for co-op fund use. It also gives the local dealer a tool that promotes their brand and generates inquiries,” he added.

The Konica Minolta Campaign Builder is scheduled to run quarterly, starting in Q4 2003.

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.

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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.

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