

## **FOR IMMEDIATE RELEASE**

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### **MarketNet Announces Partnership with BuyerZone.com**

**SPRING LAKE, Mich. — February, 2006 —** MarketNet Services, LLC, a marketing technology and services firm, recently announced a partnership with BuyerZone.com, the leading online marketplace for business purchasing. Primarily a reciprocal client-referral program, the partnership is based on the complimentary suite of services that each company brings to the table.

BuyerZone connects millions of active buyers to a comprehensive network of national and local suppliers across more than 100 product and service categories. Buyers receive multiple, competitive price quotes on important business purchases and can access expert purchasing advice. Suppliers get connected directly to buyers of their products and services immediately following the buyers' Requests for Quotes, providing a highly targeted lead source that accelerates their customer acquisition efforts.

MarketNet is positioned to help a marketing department prove their worth (and protect their budget) by proving return on investment for every marketing dollar spent. This includes leads generated through the BuyerZone program. Through the partnership with BuyerZone, clients using MarketNet's incommand Marketing System are able to track the response time, lead quality, conversion rate and return on investment for every lead. The incommand system automatically distributes the quote requests to independent dealer and/or direct sales representatives, responds to the prospect via email with specific sales contact information and tracks all follow-up activities in the sales cycle. Through a mix of automatic and manual "dispositions" sales representatives provide feedback on the progress of the sale to the supplier.

"Not only does our system provide automatic feedback on lead quality and return on investment but it also handles some of the nurturing and administrative tasks required to build a relationship with a prospect," said J.T. McDonald, President of MarketNet. "The sales channels have more time to focus on selling and the marketing department gets invaluable data that helps them understand their sales cycle and future budget decisions."

"We strongly encourage all of our supplier customers to measure the performance of their BuyerZone leads in relation to their other lead sources," said Sam Zales, President and CEO of BuyerZone.com. "We are excited about this partnership with MarketNet, as their solution can facilitate better lead tracking, management and ROI measurement for suppliers who rely on BuyerZone as a key source of new business."

### **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,

Safety-Kleen 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).

**About BuyerZone.com**

Since 1992, BuyerZone.com has helped millions of businesses save time and money on their most essential business purchases. With more than \$3 billion in business purchasing transactions facilitated through its marketplace since 2004, BuyerZone's service attracts active buyers seeking purchasing guidance across more than 100 business product and service categories. BuyerZone's free Request for Quotes service uses a dynamic matching process to connect each buyer with the most appropriate providers within a comprehensive network of more than 6,500 top local and national suppliers.

BuyerZone has been named to Deloitte's "Technology Fast 50" program for New England for four consecutive years. BuyerZone is a profitable, privately held, venture-backed company. Its investors include Bessemer Venture Partners, Commonwealth Capital Ventures, Flagship Ventures, BancBoston Ventures and Women's Capital Growth Fund. Supplier Partners include Caterpillar, Intuit, Lanier, Mitsubishi, Nortel, Pitney Bowes, Sharp, Toshiba, and Volvo.

For more information, please visit BuyerZone's website at [www.buyerzone.com](http://www.buyerzone.com).

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