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MarketNet Joins the Martin Group

SPRING LAKE, Mich. — February 3, 2009 — MarketNet Services, LLC, a marketing technology and services firm, announced today that they have joined the Martin Group, a consortium of marketing service providers who deliver targeted messaging to prospects for increased sales. The messaging system utilizes advanced modeling techniques to select content and calls to action with the highest likelihood of convincing prospects to purchase. The system is based on characterizing individuals, not groups, so the messaging delivered is more targeted and results in higher sales rates. Along with MarketNet, other members of the consortium include Cal Martin, a veteran of The Gallup Organization, Luth Research, Optimization Group, MineTech, and Moskowitz & Jacobs.

“We’re excited to be a part of this group of technologists”, said JT McDonald, president of MarketNet. “Our lead management systems are among the best in the industry, but the addition of these robust statistical models enables us to provide even more effective solutions for our clients. Now we can deliver the right message to the right person at the right time – this moves prospects closer to a sale. Ultimately, we can deliver higher close rates and average sales to our clients, resulting in a higher return on investment for their marketing and sales programs.”

The Martin Group is currently engaged by the Go Red for Women Campaign of the American Heart Association.

About MarketNet

With a philosophy of “no lead left behind,” MarketNet helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet’s custom-designed and internally developed technology solutions to generate inquiries, identify qualified prospects and reliably deliver leads for sales conversion. Clients such as The HON Company; Konica Minolta Business Solutions, U.S.A., Inc.; 4Front Engineered Solutions.; Safety-Kleen Systems Inc. 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 near Grand Rapids, Mich. For more information, please visit MarketNet at www.marketnetservices.com.

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