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MarketNet selected to develop custom, Web-based lead management tool

SPRING LAKE, MICHIGAN, February 25, 2003 — A leading manufacturer of office equipment (printers and copiers) recently selected MarketNet Services, LLC to develop a customer inquiry response management system. Designed, developed, implemented, and hosted in West Michigan, this system will include Web-based inquiry collection, inquiry distribution, and lead management functionality backed by a fully-staffed, 1-800 inbound call and mail processing center.

MarketNet, a marketing technology and services firm, was chosen based on their unique approach to inquiry management and proven expertise in this relatively new field. This approach is based on a combination of direct marketing experience, management and tracking techniques from the engineering discipline, and Web-based application development skills. From the launch of a new advertising campaign through individual sales of a specific product, MarketNet will be able to track response and dealer follow-up, providing closed-loop sales analysis to this client.

The application will help the client understand the return of individual marketing campaigns, which is very helpful for future budgeting decisions. This system will also provide a great tool for the client's direct sales and dealer networks. The sales channels get sales leads and the manufacturer is able to track follow-up and closure rates, determining best practices for future campaign planning and sales training.

"Customer inquiry management systems especially benefits companies with complex dealer/distributor sales networks" said J.T. McDonald, President of MarketNet. "Our programs help manufacturers by quickly and efficiently providing qualified leads to the sales channel, while helping them leverage and track their advertising investments."

This customer inquiry response management system will initially launch with approximately 300 user "seats" in April of 2003.

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.