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MarketNet Launches e-commerce Website for Safety Kleen Systems, Inc.

SPRING LAKE, Mich. — December, 2004 — MarketNet Services, LLC, a marketing technology and services firm, has launched a new promotional e-commerce site to entertain clients that attend Safety-Kleen sponsored motor sports events. Prior to each major event, MarketNet will be designing and distributing invitation packages and tracking responses. After an event has occurred, participants can go to a special Website to view and purchase photos of themselves with the cars and drivers.

“Safety-Kleen has sponsored different motor sports events for a few years now” said Kelly McAnulty, corporate events, Safety-Kleen Systems, Inc. “Our clients and prospects love the racing atmosphere. It also gives our representatives time to network with clients and prospects in a relaxed environment. MarketNet was able to help us get more promotional value out of each race through the creation of this new Website. Now our clients automatically get an email after the event that invites them to view and purchase photos from the event, keeping the memory of the good times and the Safety-Kleen brand primed in their minds.”

“This program is a great example of how we can put our marketing and technology expertise to work for a new client,” said J.T. McDonald, president, MarketNet Services, LLC. “From pre-event marketing material creation and distribution through event follow-up via email, we’re able to provide valuable touches for Safety-Kleen that helps them continue to nurture their prospects and current clients.”

Safety-Kleen hopes to sponsor over 100 races in 2005, which will all be showcased on the new Website.

About Safety-Kleen Systems, Inc.

Safety-Kleen is the leading parts cleaner, industrial waste management and oil recycling and re-refining company in North America, serving hundreds of thousands of customers in the United States, Canada and Puerto Rico.

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.

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