

## **FOR IMMEDIATE RELEASE**

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### **MarketNet selected to manage, support and fulfill office furniture manufacturer's accessory e-store**

SPRING LAKE, MICHIGAN, February, 2003 —MarketNet Services, LLC was selected by an unnamed client to create and manage a new Website for selling office furniture accessories. MarketNet will also be responsible for inventorying and fulfilling all items ordered through the new Website as well as managing a toll free call center for customers who prefer to order over the telephone.

MarketNet, a marketing technology and services firm, was chosen due to the ongoing success of other programs they provide for this client. With experience in the traditional marketing role, management and tracking techniques from the engineering discipline, and an in-house application development staff, MarketNet brought unique competencies to the project that were unmatched by competitive offerings for this project. Literature and marketing material fulfillment, inventory and asset management, lead management and dealer loyalty programs are a few of the services that MarketNet currently provides to this client.

The new accessory Website will initially launch on March 15, 2003 with products like keyboard trays, filing cabinet parts, lighting solutions, monitor risers and other miscellaneous office accessories, with the intent to expand the product offering in the near future. The site will provide a convenient place for the client's customers to shop for items that complement and accessorize their work environment. It will also give the client's customer support department more time to service clients of their mainstream product offerings.

"This project presents a great opportunity for us to showcase many of the diverse skills we offer" said J.T. McDonald, President of MarketNet. "The project requires application development, Web design, business process analysis, inventory management and direct marketing and promotion strategies. I think that this will serve as a great example of how MarketNet can help companies with projects that typically require multiple vendors to complete."

### **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](http://www.marketnetservices.com).