

## **FOR IMMEDIATE RELEASE**

### Corporate Contact:

Jennifer Jurgens  
Account Executive  
MarketNet Services, LLC  
+1 800-858-8531  
[jennifer@marketnetservices.com](mailto:jennifer@marketnetservices.com)

## **MarketNet expands a client's Website by adding over 1,300 new product SKUs**

SPRING LAKE, MICHIGAN, May 26, 2004 — MarketNet, a marketing technology and services firm, recently expanded an unnamed client's online accessory Website to include over 1,300 new product SKUs. The site now offers replacement keys for filing cabinets, search functionality, and an interchange system to help customers find the right key for their system.

MarketNet has inventoried and fulfilled online accessory orders for this client since March, 2003 and also manages a toll free call center for customers who prefer to order over the telephone. Unlike the other products, which are inventoried and fulfilled by MarketNet, key orders will be fulfilled by a non-profit organization that offers vocational and educational programs for persons with developmental or physical disabilities.

Because key orders are to be fulfilled through a third party vendor, MarketNet created a Web-based order fulfillment module. Customers that order accessories and keys from this site will see a seamless, standard online shopping cart page however the back end will split the orders, generating pick tickets at two locations. The non-profit organization's employees will be able to print pick tickets and mailing labels, while MarketNet customer support can still access specific order details and reports.

"Based on our familiarity with this client's business operations, the addition of replacement key offerings to the accessories site is a natural progression" said J.T. McDonald, President of MarketNet. "We're looking forward to future expansions of the product offering on the site."

### **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).