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MarketNet Launches Custom Online Dealer Catalog Application for Office Furniture Client

SPRING LAKE, Mich. — February 2005 — MarketNet Services, LLC, a marketing technology and services firm, recently announced the launching of custom online product catalogs for a client's network of office furniture dealers. This "dynamic" online product catalog matches the print versions that MarketNet fulfills for the same client each quarter, providing another high visibility touch point and source of sales leads for the client's dealers.

The dealers are able to access their catalog pricing online and change it as needed in near real-time. While the site is consistent with the client's brand and corporate online presence, it is also customized with each dealer's logo, contact information, and any special products they chose to promote. The online catalogs are accessible through the client's dealer locator or directly from a dealer's Webpage if they choose to link to it.

Catalog site visitors are able to place items into their "quote basket" and send it to the dealer to request exact pricing. Through a lead management module also designed by MarketNet, dealers respond to the prospect's quote request. All details of the exchange are stored with the prospect record and connected to final lead source reporting and return on investment analysis.

"This is another great example of how MarketNet can help a client expand prospect touch points while providing excellent tracking of dealer follow-up activities to our client" said J.T. McDonald, president, MarketNet Services, LLC. "The dealer gets a new lead source and great promotion of their products and the client maintains their brand identity while proving return on investment for their catalogs."

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.