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MarketNet Selected to Present at ACCM 2009 in New Orleans

SPRING LAKE, Mich. — April 1, 2009 — MarketNet Services, LLC, a leading provider of end-to-end lead management products, services and technology, was selected by the ACCM to present a case study titled “Connecting with Customers When Selling through Dealers” during the 2009 annual conference. This conference is considered the largest venue for 360° marketers in the catalog, online and retail arena and covers all areas of B-to-B multi-channel marketing.

Presented by Jennifer Jurgens, Vice President of Sales & Marketing for MarketNet, the case study will focus on how an effective dealer-driven sales model requires the implementation of a well coordinated, joint marketing initiative. Such a program may feature co-branding of catalogs between manufacturer and local dealerships, distribution of additional integrated print and electronic marketing materials, and online sales lead management and nurturing tools. This goal of the session is to deliver insights for achieving marketing success by benchmarking The HON Company’s Showcase Marketing Program, in which all materials are customized on a local basis for the participating dealer, including products, pricing and promotional messaging. Session content will also address key components of the leading office manufacturer’s program, including how automated introductions are made among end-user inquiries, the manufacturer and local dealerships.

“We have unique experience when it comes to generating and nurturing sales leads that are distributed from a manufacturer to an independent business (a dealer, for example),” said JT McDonald, President of MarketNet. “Using the examples included in our case study, we show how companies can build an end-user database, rapidly customize their outbound marketing efforts to reflect local dealer preferences and measure the success of their marketing programs.”

The conference takes place May 4-7, 2009 at the Ernest N. Morial Convention Center in New Orleans, LA. This presentation is scheduled to occur on Tuesday, May 5 at 3:45 PM. Copies of the case study will be available by request after the conference. Contact Jennifer Jurgens at MarketNet if you would like a copy.

About MarketNet Services

With a philosophy of “no lead left behind®,” MarketNet Services, LLC helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet’s custom-designed and internally developed technology solutions to identify prospects, generate leads, and reliably deliver them to the channel for sales conversion. Clients such as The HON Company; Konica Minolta Business Solutions, U.S.A., Inc.; 4Front Engineered Solutions.; BrassCraft, Inc. (a Masco company) and others have partnered with MarketNet to leverage their marketing investments, yielding more leads and converted sales per dollar spent. Founded in 1996, MarketNet is based in Spring Lake, Mich. For more information, please visit MarketNet at www.marketnetservices.com.

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