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Corporate Contact:

Jennifer Jurgens

MarketNet Services, LLC

Vice President, Client Services

1 800-790-6638

jennifer@marketnetservices.com

MarketNet Launches an Online Dealer Community for Dealer Networking

SPRING LAKE, Mich. — January, 2010 — MarketNet Services, LLC, a marketing technology and services firm, announced the addition of an online dealer community application to their incommand Marketing System™. Featuring a forum and polling section, the application allows system users to share best practices and vote on ideas they would like to be considered for future system inclusion.

MarketNet's incommand Marketing System is a lead management platform for companies that sell through indirect or mixed sales channels. It is typically used by direct and dealer sales people at geographically diverse locations, sometimes making it difficult to collaborate on new ideas and best practices. The online community is a private discussion board so that they may share with each other even when they cannot meet physically.

The communication board includes best practices, suggestions, questions and announcements and messages that help and direct day to day activities. While the board is not censored, a moderator from the manufacturer also has a seat on the system to quickly reply to and address important issues. The dealers and independent representatives benefit through communication with their peers and the manufacturer gets a real time view of key sales issues. From networking to idea ranking to simply communicating, the online community application offers a forum for communication and collaboration in a very convenient format.

"The incommand platform, used primarily for lead management and CRM, now gives dealers a place to converse with each other and get information on best practices in their field. Our intention is that it will bring in new suggestions from the field and connect a national and international dealer networks" said JT McDonald, president of MarketNet. "We're looking forward to implementing the ideas that are the most popular and helpful to our clients and their constituents."

About MarketNet

With a philosophy of "no lead left behind," MarketNet helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet's custom-designed and internally developed technology solutions to generate inquiries, identify qualified prospects and reliably deliver leads 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 near Grand Rapids, Mich. For more information, please visit MarketNet at www.marketnetservices.com.

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