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**MarketNet Hires Two New Employees to Manage New Clients and Growth**

**SPRING LAKE, Mich. — January, 2005 —** MarketNet Services, LLC, recently announced the hiring of Lisa LaFave in the position of account executive and John Adkins in the position of application developer to manage their growing client base. During 2004, MarketNet increased revenues by 15% through new program launches with current clients and the addition of Safety-Kleen Systems, Inc. to their client list. Sales forecasts remain high for MarketNet throughout 2005 and continued growth and hiring is expected.

Lisa LaFave comes to MarketNet from CCC Information Services, Inc. in Chicago, where she specialized in business development, sales, training, and product releases. Her experience in analyzing client business problems, processes, and goals will be invaluable as MarketNet continues to expand its reach into new industries. Lisa has a Master's degree in Clinical Social Work from Loyola University and a bachelor's degree in Psychology from Michigan State University.

John Adkins has worked with various West Michigan corporations, assisting with their Internet initiatives and application support needs. His previous clients include Eagle Ottawa Leather, Quixtar, and SSA among others. Within these client projects, John specialized in supporting, optimizing and designing large scale database applications exceeding a terabyte of data. In the last few years he has concentrated on building Microsoft .Net applications for the Web and is a certified .Net professional.

"I'm thrilled to be adding two more talented people to our growing staff" said JT McDonald, President of MarketNet Services, LLC. "Their demonstrated ability to design and implement creative solutions will give our clients a powerful advantage. They also provide us with the skills necessary to expand into new industries."

**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, Safety-Kleen 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).

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