

FOR IMMEDIATE RELEASE

Corporate Contact:

Jennifer Jurgens

MarketNet Services, LLC

Vice President, Sales & Marketing

1 800-790-6638

jennifer@marketnetservices.com

MarketNet Launches New Website & Online Demo with Local Partner Media 1

SPRING LAKE, Mich. — August, 2009 — MarketNet Services, LLC, a leading provider of end-to-end lead management products, services and technology, has launched an instructional animation, or “eMercial,” designed by Media 1 to help educate their prospective customers. The web-based demo for the incommmand Marketing System™ was launched this week at marketnetservices.com as part of the company website redesign.

“We’re excited about the value and clarity the demo will bring to our site. It’s hard to explain what we do at MarketNet, and now we’ll have a visual aid to help with that,” said Jennifer Jurgens, Vice President, Sales & Marketing for MarketNet Services, LLC. “Instead of sending clients a PowerPoint presentation they don’t have the time to look at, we can send them a link to our brief animated demo.”

While both MarketNet and Media 1 are located just miles apart near the West Michigan shore, their client lists include large companies scattered across the US. This was the first chance for the two firms to work together and a rare opportunity to “work local.” The launch of this new animated eMercial designed by the Media 1 creative team was indeed all about local businesses partnering together.

“We don’t often get a chance to work with area companies, and it’s so nice to sit down face-to-face with a client and show them in person what we can do for them,” said Chris Willis, Media 1 CEO. “It’s truly a win/win scenario when we can help a West Michigan business or organization succeed by helping design and develop creative solutions together.”

When MarketNet approached Media 1, the company was seeking a quick and easy way to help prospective clients fully understand their incommmand Marketing System™. The product is a full-featured lead management system that helps manufacturers generate, qualify, deliver and nurture sales leads. The system is a valuable tool for companies that sell through multi-channel/dealer environments and integrates with most of the major CRM solutions. Media 1 collaborated with MarketNet to create the animated demonstration and better explain how the product could be used. In addition, the Media 1 team designed two tracks of information targeting manufacturers or dealers to help MarketNet better demonstrate how incommmand software meets the specific needs of either audience.

“It was especially gratifying being able to work with MarketNet because of their own strong creative and marketing background. But it can be difficult to do your own marketing when you are close to a product and involved in the details of getting it rolled out,” said Harrison Withers, Production Director at Media 1. “Being able to meld our educational approach to the MarketNet incommmand product positioning helped us tell a compelling story. It’s an innovative and dynamic product.”

About Media 1

For more than 16 years, Grand Haven-based Media 1 has been supporting the strategic business goals of large global organizations by developing innovative custom learning and performance solutions. With a focus on overall organizational goals, not one training course at a time, Media 1

creates award-winning training for clients including Hewlett-Packard, Meijer, Eaton, and Steelcase. For more information, visit the Media 1 Web site at <http://www.media1.us>.

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.

###

“no lead left behind” is a trademark of MarketNet Services, LLC.