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Now companies with independent sales channels can prove marketing ROI with MarketNet's incommand Marketing System™ on Microsoft's .NET platform.

Konica Minolta Business Solutions U.S.A., Inc. first to upgrade and benefit from real-time metrics and marketing trend-tracking

SPRING LAKE, Mich. — May 24, 2007 — Now companies with independent sales channels can prove marketing ROI thanks to MarketNet Services, LLC's new incommand Marketing System™ on a Microsoft .NET platform. Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta), Ramsey, N.J., is the first company to upgrade and benefit from the real-time metrics and marketing trend-tracking the incommand Marketing System™ offers. At Konica Minolta, the incommand Marketing System™ supports more than 650 Konica Minolta corporate, branch and independent dealer users.

The incommand Marketing System™ is an end-to-end lead management system that is modular and customizable to fit any company's business and sales processes. The conversion of the system from Microsoft .ASP to .NET provides better data points faster and positions the MarketNet system for integration with other ERP and CRM solutions. The system also:

- Quickly and efficiently distributes sales leads to independent dealer, reseller and/or internal sales channels
- Responds to inquirers with personalized "e" and print collateral through an integrated fulfillment operation
- Identifies and implements the best, most-efficient process for turning prospects into customers
- Discovers which marketing initiatives produce the most qualified leads and closed sales on the highest margin products and services
- Determines how much revenue can be tied to specific marketing and sales campaigns
- Helps clients find more prospective customers

"This upgrade will enable intelligent, timely decisions through a view into actionable, real time data on every marketing initiative we take" said Bill Brewster, vice president of marketing at Konica Minolta. "Independent reseller networks make it challenging to determine which campaigns worked with which customer segment. The incommand system gives us visibility to really understand and profile the end user and therefore better target our future campaigns."

"The transition to .NET was another milestone in the development of our incommand Marketing System™ and integral in our movement toward the Software as a Service (SAAS) model" said J.T. McDonald, owner and president of MarketNet. "We have aggressive growth goals for 2007 which rely upon our ability to quickly customize and launch lead management programs for new clients. I am confident that the .NET platform supports those goals."

Research firm Gartner, Inc. predicts that 25 percent of new business software will be delivered as services by 2011, up from 5 percent last year.¹ Integration with other systems is a key factor in the development of all

¹ "Look, No Software" November 6, 2006 InformationWeek.com

MarketNet applications. "No application should be an island," stated Tom Mayo, director of application development, MarketNet. "It's no longer enough to just collect data about your customers; the data needs to be shared among all of the applications and all of the knowledge workers who may interact with your customer at any point in the relationship."

About Konica Minolta Business Solutions U.S.A., Inc.

Konica Minolta Business Solutions U.S.A., Inc., offers a broad range of multifunctional digital imaging solutions inspired by its bizhub brand of powerful solutions that serve as the central resource for document scanning, in-house printing, copying, faxing and electronic archiving and distribution. From high-quality color and monochrome bizhub systems for workgroups and small offices, to advanced high-volume bizhub PRO production printing systems for large corporations and print-for-pay services, Konica Minolta is leading the industry toward integrated, networked hardware/software solutions that are more simple, reliable, and cost-effective. Complementing its bizhub solutions, Konica Minolta also offers desktop laser printers, microform digital imaging systems, wide-format printers and scanning systems for specialized applications.

Headquartered in Ramsey, N.J., Konica Minolta delivers expert professional services and experienced, responsive client support, in addition to the world-class service provided through its extensive network of direct sales offices, authorized dealers, resellers and distribution partners in the United States, Canada, Mexico, Central America and South America. For more information, please visit Konica Minolta at www.kmbs.konicaminolta.us.

About MarketNet

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – their 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 such as 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.

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