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MarketNet Launches *incommand Mobile* - Instant Lead Access Anywhere

SPRING LAKE, Mich. — December, 2009 — MarketNet Services, LLC, a marketing technology and services firm, announced today the launch of *incommand for Mobile™* a custom application built for mobile sales lead management. The application enables sales representatives to receive notification and instant access to sales leads on their PDA or phone. Sales representatives can then easily follow-up or forward the lead to other system users.

Sales representatives are rarely in an office, yet they need to be accessible while out in the field. Research shows that the first sales person to reach a lead is most likely to win the business. It also shows that quick response to inquiries is critical to winning business. In fact, twenty minutes is the expected response time for those who place web-based inquiries. Responses that go beyond an hour can result in a sales representative actually having a reduced chance in winning business on that inquiry. Using *incommand mobile*, sales representatives have access to project and contact information, giving them the ability to be fully informed and to act quickly.

“With so many sales people using mobile devices these days, *incommand for Mobile* just makes sense. We’re excited about the potential of this tool and how it can improve lead response times, which will ultimately mean a better experience for our clients’ customers and more sales for our clients” said JT McDonald, President of MarketNet.

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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