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MarketNet adds BrassCraft, a Masco Company, to their Client Roster

SPRING LAKE, Mich. — April 1, 2008 — MarketNet Services, LLC, a marketing technology and services firm, announced today the signing of their newest client; BrassCraft located in Novi, MI. MarketNet will assist BrassCraft in the development of a marketing database containing key business partners including plumbers and wholesalers.

MarketNet's work with BrassCraft encompasses process analysis, initial database design, architecture, user interface creation and an integrated print and email campaign. The objective is twofold; step one is to build a scalable and flexible database that can handle BrassCraft's current and future segmentation and targeting goals. Step two is to design and implement an integrated print and email campaign driving partners to the system and providing them with an incentive for updating their contact information. The completed system will be used by BrassCraft marketing personnel to manage ongoing campaigns, newsletters and eventually a loyalty program.

"MarketNet offered a unique combination of technical and marketing expertise" said Jeff Jollay, Vice President, Marketing and Product Development for BrassCraft. "Their experience in working with companies that sell through indirect and mixed channels also helped them quickly understand our challenges and propose a custom solution that fit our needs."

"Starting with a solid, robust database will enable BrassCraft to design, implement and track success on exciting new programs for their selling partners" said J.T. McDonald, president, MarketNet Services, LLC. "We're already planning the next phase of our partnership in which we'll help BrassCraft generate and distribute qualified sales leads to the partners in the new database."

The BrassCraft campaign and system launched within the first quarter of 2008.

About BrassCraft

BrassCraft, a Masco Company, is a leading manufacturer of water supplies and other plumbing products for the wholesale and retail markets. The company's promise to these markets, "Committed to Quality, Driven by Innovation" is reflected in the thousands of high-reputation plumbing products that are sold under the BrassCraft brand. Founded in 1946, BrassCraft is an international corporation headquartered in Novi, Michigan with manufacturing and distribution facilities around the globe.

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.; Safety-Kleen Systems Inc. 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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