

## FOR IMMEDIATE RELEASE

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### **MarketNet selected by LeSEA Broadcasting to provide marketing programs and research**

**SPRING LAKE, Mich. — November, 2004 —** LeSEA Broadcasting, owner of the product-based health system, Making Healthy Choices, recently announced the selection of MarketNet as their vendor for various marketing and research projects. MarketNet Services, LLC, a marketing technology and services firm, will be providing contact nurturing, customer satisfaction surveys, profiling, and business process consulting services.

“The goal of Making Healthy Choices is to provide our customers with quality resources in the form of superb products and nutritional information” said Krista Tepe, Director of Making Healthy Choices. “It is equally important that our prospects and customers receive superb service. MarketNet’s programs will help us communicate our new branding initiatives and increase our service levels through an automatic response system.”

“We’re excited about working with LeSEA because they can take advantage of our “Find, Know & Nurture” customer philosophy” said J.T. McDonald, president, MarketNet Services, LLC. “Their program needs give us an ample opportunity to apply our tools in offer strategy, direct marketing, customer profiling, database integration and business process analysis in a business-to-consumer marketplace.”

“Making Healthy Choices is an important division of our company as it gives LeSEA partners the opportunity to enhance their total health – mind, body and spirit” added Peter Sumrall, CEO/COO of LeSEA Broadcasting. “We needed a partner that was able to understand our different business models and help us across product lines and divisions. MarketNet’s services and experience in direct marketing and data analysis made them a great choice.”

#### **About LeSEA Broadcasting**

The LeSEA Broadcasting Network includes television and radios stations that virtually cover the world with their programming. Six full power and six low power television stations, and WHT Satellite including DirectTV channel 321, cover approximately 18.5 million homes nationwide. Five shortwave radio stations reach approximately 90% of the world and two FM radio stations cover their hometown of South Bend, Indiana. LeSEA also owns international satellite stations reaching the Middle East and the Far East, an audience of several billion people.

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**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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